65

BROADCASTING

combined with

Broadcast Advertising

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WASHINGTON, D. C.
JANUARY 1, 1936

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR LIBRARY
JAN 3 1936
LIBRARY

An Elephant...

never to forget!

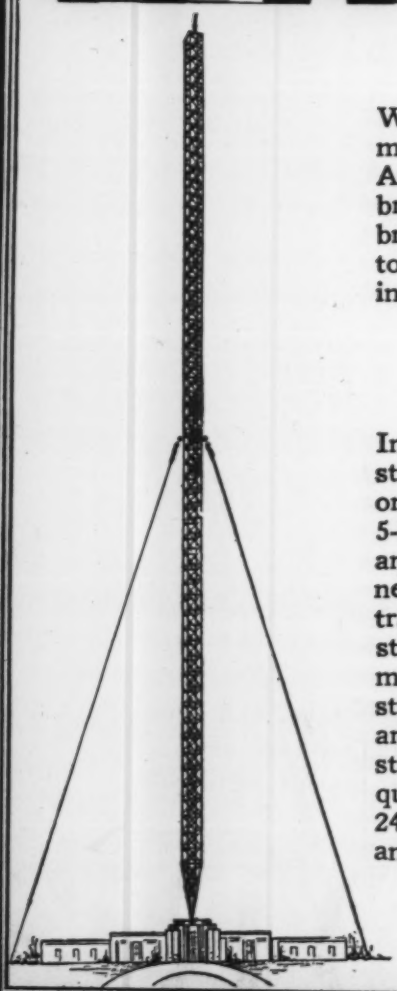
1. 50,000 WATTS POWER
2. DIRECTIONAL ANTENNA
3. HIGH FIDELITY
4. ADEQUATE COVERAGE OF 3⁴/₅ MILLION RADIO HOMES
5. CONSISTENT MAIL RESPONSE FROM MAINE TO VIRGINIA
6. PROGRAM LISTINGS IN 99 PAPERS IN 83 CITIES
7. LOYAL LISTENER FOLLOWING

WOR is an elephant of a broadcasting station in the New York-Philadelphia metropolitan area. If we could call in the seven blind sages to describe it we would get seven answers. None would tell the whole story. And none would be wrong. Together they might explain why 1935 was the biggest year WOR has had.

WOR

To Reach Detroit's Radio Listeners You Must Have

WWJ



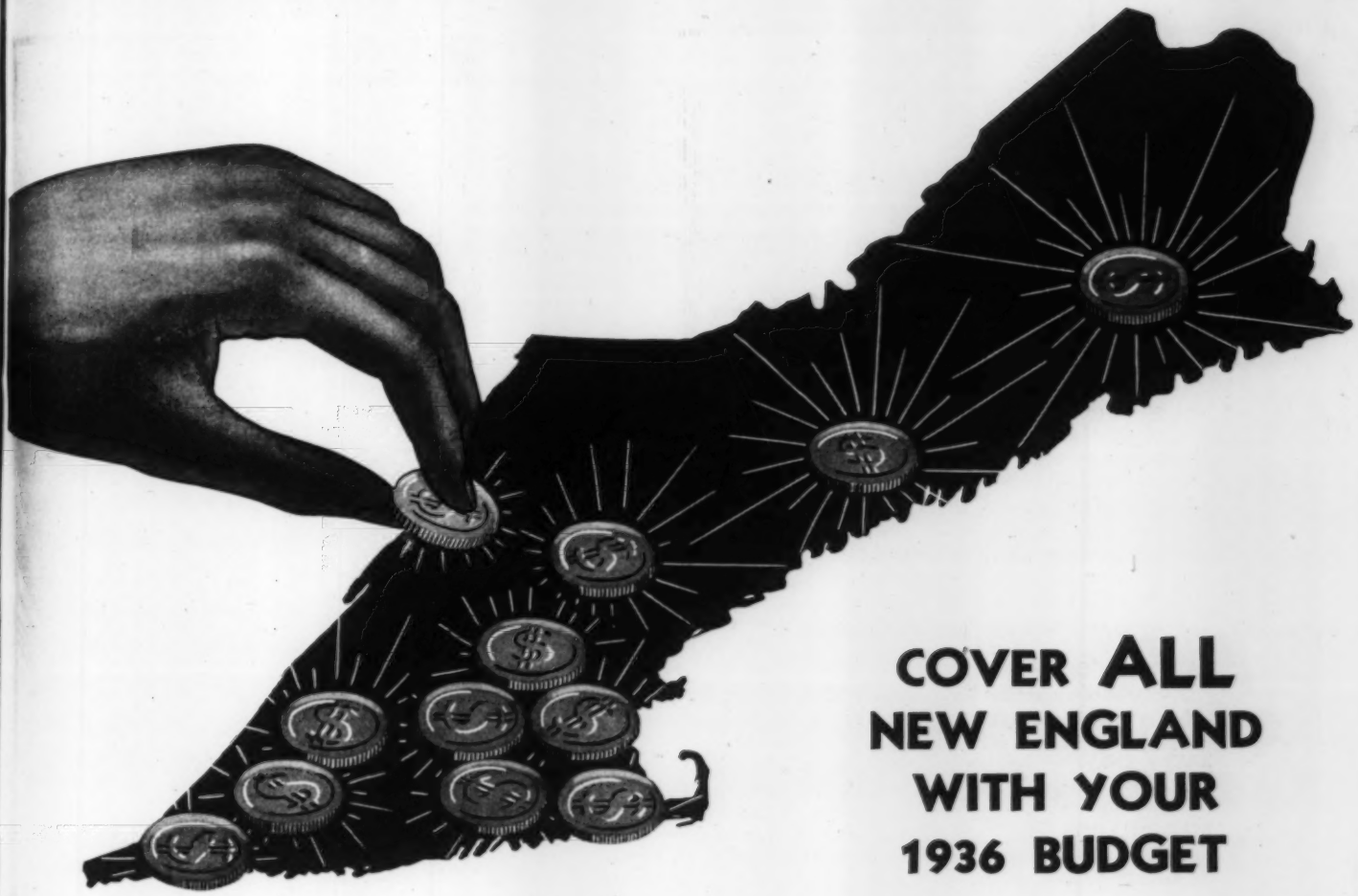
WWJ is first in listener interest in Detroit. Every survey that has ever been made proves that. The reasons: WWJ was the first radio station in America to broadcast regular daily programs; the first in Michigan to broadcast play-by-play accounts of base ball and foot ball games; first to bring network programs to Detroit; first station in the state alloting time to community and civic movements and first to provide its listeners with important news flashes.

WWJ Building for the Future

In keeping with its pioneering instincts, WWJ recently completed one of the most modern high-fidelity 5-KW transmitting units used by any radio station in America. The new broadcasting building, illustrated above, and now under construction, will house the most elaborately equipped studios between New York and Chicago. WWJ has a staff qualified to meet all requirements. It has its own 24-piece concert orchestra and a 14-piece dance orchestra. Its personnel includes such well-known members as Ty Tyson, sport announcer, acknowledged to be one of the country's best on base ball and foot ball. Wynn Wright, production manager, formerly a director of production with NBC; and Val Coffey, music director, an outstanding musician, conductor and composer. WWJ's soloists include many distinguished in music circles, while its large dramatic and juvenile staffs rank among the best in radio.

1 KW NIGHT
5KW
DAYTIME

National Representative
JOHN BLAIR & CO., *New York, Chicago, Los Angeles, San Francisco*



COVER ALL NEW ENGLAND WITH YOUR 1936 BUDGET

New England has money to spend . . . a larger weekly pay envelope than the average for other sections . . . the country's highest per capita surplus as shown by savings deposits. A rich market, worth intensive and thorough cultivation!

Yet New England, as small as it is in area, is not a concentrated market in the sense that it can be sold through the medium of one station or a small group of stations.

New England has so many large, separate centers of population, served by their own popular local stations, that a 50,000 watt station alone can have but scattered effectiveness in covering the whole area—especially when so many of the local stations are outlets for national network programs.

You must combine a large group of these local stations in order to command a New England-wide audience.

The Yankee Network does this for you. Its 12-station network — with intensive coverage from Bridgeport to Bangor — delivers a larger audience than can be reached by any other group of stations.

By using the Yankee Network you can make your budget cover all New England in the most effective way. Your sales message will reach the greatest number of people in this rich territory.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON
EDWARD PETRY & CO., INC., Exclusive National Sales Representative

YANKEE NETWORK

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

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XUM

A is for A & P • B for Barbasol • C for Campbell's • D for Du Pont • E for Esso F for Ford ★ ★ ★ Scan the list of Columbia clients from A to Z. These names make news. So do the numbers pinned after them. Very simple numbers, such as *'260 weeks of consecutive broadcasting on CBS.'* And *they* really tell the story. Herewith, then, the sponsors of the Columbia Broadcasting System, as of January 1st, 1936.*

ACME WHITE LEAD & COLOR WORKS
156 out of the last 173 weeks on CBS. Began September, 1932. Year-round advertiser since September, 1934. ACME PAINTS

ATLANTIC REFINING CO.
5 months on CBS. Began Sept., 1935. WHITE FLASH GASOLINE

BARBASOL CO.
260 weeks of consecutive broadcasts on CBS. Began Jan., 1931; has increased hook-up 68%. BARBASOL SHAVING CREAM

BAYER CO.
81 weeks consecutive broadcasts on CBS. BAYER'S ASPIRIN

BISODOL CO.
On CBS for 118 consecutive weeks. Began September, 1933; increased hook-up one-fourth. BI-SO-DOL

A. S. BOYLE CO.
33 months on CBS. Began March, 1931. Doubled hook-up and time. Year-round since 1933. OLD ENGLISH FLOOR WAX

CAMPBELL SOUP CO.
16 consecutive months on CBS. CAMPBELL'S SOUPS
Began in October, 1935. CAMPBELL'S TOMATO JUICE
SPECIAL CBS CHRISTMAS BROADCAST. Planned for 5 years.

THE CARBORUNDUM CO.
Began in November, 1929. CBS hook-up has tripled in seven years of (seasonal) broadcasting. ABRASIVES

CLICQUOT CLUB CO.
On the air from 1927 to 1933. On CBS since December, 1935. CLICQUOT CLUB GINGER ALES & SPARKLING WATER

COCA-COLA CO.
On radio since 1927. On CBS since Oct., 1935. COCA-COLA

COLGATE-PALMOLIVE-PEET
Began Dec., 1927. On CBS Jan., 1936. PALMOLIVE SOAP
Began January, 1931. Begins on CBS January, 1936. SUPER-SUDS
Begins January, 1936. PALMOLIVE SHAVING CREAM

CONSOLIDATED CIGAR CORP.
Consolidated Cigar on CBS two years for Henry George Cigars (Oct., 1929 to Sept., 1931); 9 months in 1931 for Dutch Masters Cigars. Current program began Sept., 1935. HARVESTER CIGAR

CREAM OF WHEAT CORP.
Came to CBS with part of radio campaign August, 1931. Completely on CBS since December, 1934. (Total 36 months). Hook-up increased 50%. CREAM OF WHEAT

D. L. & W. COAL CO.
31 months on CBS. Began September, 1931, and has since doubled number of broadcasts. BLUE COAL

E. I. Du PONT De NEMOURS & CO.
On CBS since October, 1935. (Note: Duco was advertised on CBS in 1932). DuPONT INSTITUTIONAL

FORD MOTOR CO.
Began on CBS February, 1934 with two half-hours weekly. Increased one half-hour show to hour, October, 1934. Increased remaining half-hour to hour, January, 1935. FORD MOTOR CARS

GENERAL BAKING CO.
Five years of CBS weekly daytime broadcasting without interruption. New program *added* December, 1935. BOND BREAD

GENERAL MILLS, INC.
Six years of CBS broadcasting. Now broadcasting 5 times a week. A daytime advertiser. WHEATIES

GREAT ATLANTIC & PACIFIC TEA CO.
Began on CBS October, 1935, 3 evenings a week. A&P COFFEES

GULF REFINING CO.
22 months on CBS. Became year-round advertiser in 1935. Hook-up increased one-third. GULF GASOLINE & OIL

HEALTH PRODUCTS CORP.
Has broadcast 76 consecutive weeks on CBS. FEEN-A-MINT

HECKER H-O CO., INC.
Began on CBS September, 1931. Year-round advertiser since September, 1933. FORCE & H-O CEREALS

H. J. HEINZ CO.
Began on CBS April, 1932. Returned to CBS in October, 1935, with 3 periods a week. A daytime advertiser. 57 VARIETIES

EDNA WALLACE HOPPER, INC.
34 months on CBS. Began July, 1931, with 15 minutes a week. Now using 75 minutes. A daytime advertiser. COSMETICS

ILLINOIS MEAT CO.
Began Nov., 1934. Broadcast 5 times a week since, without interruption. A daytime advertiser. "BROADCAST" PRODUCTS

*as this goes to press

THE JULIAN & KOKENGE CO.
Came to CBS Sept., 1935. Beginning Jan., 1936, the hook-up increases 150%. A daytime advertiser. FOOTSAVER SHOES

KLEENEX CO.
Came to CBS April, 1935. Now on third renewal, broadcasting 5 times a week. A daytime advertiser. KLEENEX

KOLYNOS CO.
45 months on CBS. Used 6 months in 1931; 6 months, 1932; 10 months, 1933; 11 months, 1934; 12 months, 1935. Increased broadcasts 1 to 5 times a week. KOLYNOS TOOTHPASTE

G. KRUEGER BREWING CO.
Began network broadcasts November, 1935. KRUEGER'S BEER

LADY ESTHER CO.
On CBS for last 27 months. Began Oct., 1933. Number of broadcasts per week doubled since. LADY ESTHER COSMETICS

THE LARNED CO.
Began seasonal broadcast on CBS September, 1934. Returned to CBS October, 1935. HILL'S NOSE DROPS

LEHN & FINK PRODUCTS CO.
PEBECO TOOTHPASTE • 22 months on CBS. Began January, 1931. Hook-up has trebled, broadcasting time has doubled since.

LEVER BROTHERS CO.
6 months on CBS. Began July, 1935. LUX TOILET SOAP

LIGGETT & MYERS TOBACCO CO.
33 months on CBS. Began Jan., 1932. CHESTERFIELD CIGARETTES

LINCOLN MOTOR CAR CO.
Began on CBS December, 1935. LINCOLN-ZEPHYR

MOHAWK CARPET MILLS
Began on CBS February, 1935. Is now a year-round CBS daytime advertiser. MOHAWK CARPETS

PACKARD MOTOR CAR CO.
Came to CBS September, 1935. PACKARD 120

PET MILK SALES CORP.
112 consecutive weeks on CBS. Broadcasting twice a week. A daytime advertiser. PET EVAPORATED MILK

PHILCO RADIO & TELEVISION CORP.
62 months on CBS. Year-round CBS advertiser 1933-1934-1935. Broadcasts increased from 1 to 5 times a week. PHILCO RADIOS

LOUIS PHILIPPE, INC.
More than 2 solid years on CBS. Now broadcasting 5 times weekly. A daytime advertiser. LOUIS PHILIPPE COSMETICS

PILLSBURY FLOUR MILLS CO.
250 weeks on CBS. Began Jan., 1929. Without interruption on CBS since Sept., 1933. Daytime broadcasts have doubled; CBS appropriation more than doubled. PILLSBURY FLOURS

CHAS. H. PHILLIPS CHEMICAL CO.
215 weeks of broadcasts on CBS. Began September, 1931; hook-up increased 30%. PHILLIPS' DENTAL MAGNESIA

THE POMPEIAN CO.
Began October, 1931, 15-minutes weekly. Returned December, 1935, 45-minutes weekly, in daytime. POMPEIAN COSMETICS

REMINGTON-RAND, INC.
Began on CBS December, 1932. Has since doubled hook-up and increased broadcasts. R-R OFFICE EQUIPMENT

R. J. REYNOLDS TOBACCO CO.
30 months on CBS. Began June, 1931. CAMEL CIGARETTES

D. A. SCHULTE, INC.
A newcomer. Began December, 1935. SCHULTE STORES

SOCONY-VACUUM OIL CO.
21 months on CBS. Began Jan., 1933. Returned Oct., 1934. Year-round advertiser in 1935. SOCONY GASOLINE AND OIL

STANDARD OIL CO. OF INDIANA
One broadcast on CBS in 1930; one in 1931. Began regular weekly series on CBS Oct., 1935. RED CROWN GASOLINE

STANDARD OIL CO. OF NEW JERSEY
Began on CBS in November, 1932, 15 months of CBS broadcasting. Hook-up has increased 50%. ESSO GASOLINE

STEWART-WARNER CORP.
Begins second year of consecutive weekly CBS broadcasting February, 1936. ALEMITE LUBRICANT

STUDEBAKER SALES CORP.
2 broadcasts on CBS in December, 1928. 22 months of broadcasting on CBS since September, 1933. Exclusively on CBS since July, 1935. STUDEBAKER MOTOR CAR

TIME, INC.
100 weeks on CBS. Began March, 1931. Increased number of broadcasts and hook-up. TIME MAGAZINE AND PICTURES

U. S. TOBACCO CO.
7 months on CBS. DILL'S BEST & MODEL TOBACCOS

WARD BAKING CO.
Began on CBS January, 1930, 30 minutes a week. Returned to CBS, December, 1935, 45 minutes a week.
WARD'S BREAD & CAKE

WASEY PRODUCTS, INC.
8 months in 1933; 11 months, 1934; 12 months, 1935. Hook-up more than doubled. Now broadcasts 6 times a week, day and night. ZEMO, KREML, MUSTEROLE, EDWARD'S CTC SELTZER

WM. WRIGLEY JR. CO.
Seven years a CBS advertiser. Began December, 1928 with 1 broadcast a week on 7 stations; now broadcasting 5 times weekly over 54 CBS stations. WRIGLEY CHEWING GUMS

WYETH CHEMICAL CO.
44 of last 50 months on CBS; began Nov., 1931; increased broadcasts 3 to 5 times a week. A daytime advertiser. JAD SALTS

THE COLUMBIA BROADCASTING SYSTEM • 485 MADISON AVENUE, NEW YORK, N.Y.

XUM

"How was the balance, Mr. F & S?"

1935 was a good year for F & S largely because we fought, bled and darned-near-died to make it a good year for our customers.

1936 is going to be the same way, and because of the same reasons.

If you would like to have about eighteen unusually active (and fairly intelligent!) young fellows working for you on your radio problems—if you want a lift on creative ideas or statistical dope, or if you just need some plain ordinary foot-work done for you—give us a ring and watch what happens.

We'd rather *show* our wares than talk about them.

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WHO	(NBC)	Des Moines	KFAB	(CBS)	Lincoln-Omaha
WGR-WKBW	(CBS)	Buffalo	WAVE	(NBC)	Louisville
WIND-Gary	—	WJJD-Chicago	WTCN		Minneapolis-St. Paul
WHK	(CBS)	Cleveland	KOIL	(NBC)	Omaha
KMBC	(CBS)	Kansas City			

KSD	(NBC)	St. Louis
KFWB		Los Angeles
KOIN	(CBS)	Portland
KOL	(CBS)	Seattle
KVI	(CBS)	Tacoma

BROADCASTING
and
Broadcast Advertising

Vol. 10 No. 1 | WASHINGTON, D. C., JANUARY 1, 1936 | $3.00 A YEAR — 15c A COPY

ASCAP Temporarily Extends All Licenses

By SOL TAISHOFF

Catalog Is Minus Warner Music, However, With Movie Firm Offering Flat Fee Basis Which Is Rejected by Networks

RELIEVING, temporarily at least, the most critical program situation that has confronted broadcasting since its inception, a blanket extension of copyright licenses to individual broadcasting stations for performance of the Warner-less catalog after Dec. 31, at current rates, was issued Dec. 30 by ASCAP.

Simultaneously, arrangements were made with Warner Brothers publishing houses for a flat-rate method of compensation, amounting in the case of full-time stations to four times the highest hour rate for the music—the arrangement with Warner being for a three-month temporary period. During that period an effort will be made to work out the mooted "per piece" plan, whereby stations will pay for each composition broadcast at the price stipulated by the copyright owners.

Networks Won't Play Warner

AS BROADCASTING went to press Dec. 30, the networks adhered steadfastly to their decision to go without Warner music because of their inability to reach mutually satisfactory terms. Despite this, however, the report persists that this situation might change in one or two ways. The first was that arrangements would be made by the major networks with Warner, and the second that Warner would reenter ASCAP.

Promptly after working out of the Warner arrangement, many stations notified James W. Baldwin NAB managing director, who was in New York directing the negotiations, that they would accept the Warner revision. The revised contract was worked out by Mr. Baldwin with his "advisory committee" of independent broadcasters in conferences with Herman Starr and A. M. Wattenburg, Warner executive and general counsel, respectively.

The advisory committee, on the ground since Dec. 27 at the call of Mr. Baldwin, comprised Walter Damm, WTMJ, Milwaukee; Philip G. Loucks, former NAB managing director; Louis G. Caldwell, Washington attorney; John L. Clark, WLW general manager, and H. Dean Fitzer, WDAF Kansas City. There also appeared on the scene Dec. 30 NAB President Leo J. Fitzpatrick, WJR, Detroit, and NAB Vice President Edward Allen, WLVA, Lynchburg, Va.

The ASCAP extension and the Warner revision were obtained only after gruelling negotiations. They broke an impasse that threatened chaos in the industry.

As matters stand at this writing [Dec. 30], hundreds of popular tunes in the Warner repertory are banned from the networks. Changes in scores of theme songs are expected forthwith because of their Warner ownership or because title is clouded by Warner claims.

ASCAP Extension Indefinite

THE individual station extensions of ASCAP licenses were obtained by Mr. Baldwin, who was armed with powers of attorney from more than 300 stations to negotiate in their behalf. Subject to subsequent approval, the extensions permit all stations to perform ASCAP music without the necessity of signing new contracts, for a temporary indefinite period. Both stations and ASCAP have the right to cancel on two days notice.

The understanding reached by Mr. Baldwin, Nathan Burkan, ASCAP general manager, and Gene Buck, ASCAP president, was that a joint committee, representing all elements in the industry, would be convened shortly after Jan. 1 to work out a permanent solution. This understanding was procured only verbally, however, despite Mr. Baldwin's insistence that it be placed in the letter of extension.

Great significance attaches to the Warner arrangement since it is the first direct move toward introduction of per-piece as a means of compensation for music. Opposed by the networks on the ground it is unworkable and would entail vastly increased tribute to the copyright owners, this method nevertheless was espoused by the last

(*Continued on page 54*)

Major Networks Decide Against Using Warner Music . . .

Following are the letters sent by NBC and CBS on Dec. 24 to their respective clients and agencies, and to the clients and agencies of their owned and operated stations, notifying them that, effective Dec. 31 and until further notice, no music controlled by the Warner Bros. music publishing houses will be performed; the NBC letter bore the signature of Edgar Kobak, sales vice president, and the CBS letter was signed by Edward Klauber, executive vice president:

NBC Letter to Clients and Agencies

WE HEREBY announce to you that after midnight, December 31, 1935, and until further notice no musical compositions copyrighted in the name of any of the following music publishers will be broadcast on our networks or on stations owned or programmed by us: Harms Inc., New World Music Corp., Shubert Music Publishing Co., M. Witmark & Sons, T. B. Harms Co., Victoria Publishing Co., Remick Music Corp.

In this letter we shall call them the "Warner publishers" as all of them are either controlled or affiliated with "Warner Bros. Pictures, Inc."

The facts that have forced this decision upon us are as follows:

(1) The National Broadcasting Company has always held contracts with the American Society of Composers, Authors and Publishers (hereinafter called "Society") for public performing rights of musical compositions which from time to time have been renewed by us without the necessity of having to approach our clients. Our last renewal was on the 4th of June, 1935, when, after long and protracted negotiations, we extended our contracts for a period of five years and four months commencing September 1, 1935, and ending December 31, 1940. The licenses we secured gave us the right to broadcast all of the musical compositions contained in the catalog of the Society as it was constituted on June 4, 1935. These contracts were duly approved by action of the Board of Directors of the Society, including a representative of the Warner publishers who sat on the Board of the Society. We entered into this extension agreement on the understanding that the musical compositions copyrighted by the Warner publishers would continue to be available to our advertisers and ourselves and the terms for the royalty payments were based upon that understanding.

(2) Within the last few weeks and since the signing of our renewal agreements with the Society the Warner pub-

(*Continued on page 50*)

CBS Letter to Clients and Agencies

THIS LETTER announces to you the change of program policy which is necessitated by the announcement of the so-called Warner Bros. Group of publishers that they have resigned from the American Society of Composers, Authors and Publishers as of December 31, 1935. The publishing houses which have joined in this announcement are: Harms Inc., M. Witmark & Sons, Remick Music Corp., T. B. Harms Co., New World Music Corp.

On June 4, 1935, after long negotiation, the Columbia Broadcasting System, made a new contract with the American Society of Composers, Authors and Publishers, and under this contract we were licensed for a period of five years, ending December 31, 1940, to play all of the compositions in the catalog of the Society as it was then constituted. At the time that this contract was negotiated, signed and ratified by the American Society of Composers, Authors and Publishers, the so-called Warner Group were members of the Society and were represented on its Board of Directors. The terms of this contract were predicated upon the basic assumption that the Warner Brothers music would continue to be available to us, and we felt that such terms, so far as we could look ahead, made it economically feasible for us to continue to absorb the costs of playing these copyrighted compositions as part of our operating expenses and not to pass them on.

After this contract was signed, the Warner Brothers Group of publishers informed the Society and us that they were terminating their membership as of December 31, 1935, and would thereupon take over the licensing of their own catalogues upon such terms as they could negotiate. The Society takes the position that it was entitled to license us to play the Warner compositions for the five-year term referred to, and that we are now entitled to perform these compositions under the terms of our license with the Society. The Society bases its contention on two principal grounds: First, that the Warner Group were members

(*Continued on page 50*)

Second Pacific Coast Network Is Placed in Operation by NBC

Two Transcontinentals Now Made Available, Aligned With the Present Basic Red and Blue Networks

FOLLOWING close upon the inaugural of its elaborate new Hollywood studios for the origination of national and regional programs, NBC on Jan. 1 is putting into operation a second Pacific Coast network and realigning its two basic networks into transcontinentals that will embrace the respective Pacific Coast groups.

The new network, which will be known as the Pacific-Blue Network, will consist of KECA, Los Angeles; KGO, San Francisco; KEX, Portland; KJR, Seattle; KGA, Spokane. All are new stations on the NBC; with the addition of KFSD, San Diego, they will not only form the new Pacific group but will be lined up with the NBC-WJZ (Blue) network for its transcontinental shows. Formerly KFSD was offered with KTAR, Phoenix, as a Pacific supplementary.

Under the new arrangement the present NBC Pacific group of stations will continue as the Pacific-Red Network, being lined up with the basic NBC-WEAF (Red) network for transcontinental shows. These stations are KPO, San Francisco; KFI, Los Angeles; KGW, Portland; KOMO, Seattle; KHQ, Spokane.

Revives Gold Network

THE NEW Pacific Blue network thus is virtually a revival of the former Gold network, which NBC operated alongside its Orange network, as it was then known, the Orange designation having been dropped in favor of "Pacific" when the Gold was discontinued. Of the new Pacific Blue group, KECA is owned by Earle Anthony, who also owns KFI; KGO is owned by General Electric Co. but operated under management contract by NBC; KEX is owned by NBC but is operated under lease by the *Portland Oregonian*, owner and operator of KGW; KJR is owned by NBC but operated under lease by Fisher's Blend Station Inc., owner and operator of KOMO; KGA is owned by NBC but operated under lease by Louis Wasmer Inc., owner and operator of KHQ.

Stations KEX, KJR and KGA were acquired by NBC about four years ago when the old American Broadcasting Co., projected by Adolph Linden, went into bankruptcy. When NBC decided it could no longer maintain a second Pacific Coast network it leased the stations to the managements of its other affiliated stations.

Two transcontinental networks, with various supplementary groups in between, are now being made available to NBC advertisers while the newly acquired A. T. & T. lines will assure both of Red and Blue sustainers. There is also a probability that later several of the stations now in the supplementary category, because they are strategically located, may be added to one or the other of the networks as basic though NBC has made no statement as to this eventuality.

"This expansion to the Pacific Coast," said Richard C. Patterson Jr., NBC executive vice president, "means that for the first time Far Western listeners will have full and regular access simultaneously to two complete program services of NBC through its two great networks." It will also mean, undoubtedly, that more NBC programs will emanate not only from Hollywood and San Francisco but from other cities on the Pacific Coast.

First sponsors on the augmented NBC-WJZ network, it was learned, will be Woodbury's featuring the new Paul Whiteman program; National Ice Manufacturers, featuring Mary Pickford, and probably the new Ford Motor program with Fred Waring's Pennsylvanians. The Woodbury program makes its debut on Sunday, Jan. 5, 9:45-10:30 p. m., and the ice program on Wednesday, Feb. 5, 10-10:30 p. m., both EST. The Ford program begins Jan. 17, and is scheduled for Fridays, 9:30-10 p. m. EST.

Rates for the Pacific Coast Blue network were quoted by NBC as follows:

Station	Frequency in Kilocycles	Power in Watts	Hour Rate
KGO, San Francisco	790	7,500	$280
KECA, Los Angeles	1430	1,000	$280
KEX, Portland	1180	5,000	$160
KJR, Seattle	970	5,000	$200
KGA, Spokane	1470	5,000	$120
KFSD, San Diego	600	1,000	$120

CALL letters of WBSO, Mass., recently sold by the Roger Babson Organization to Boston interests, have been changed to WORL.

Chevrolet Renews Again

CHEVROLET MOTOR Co., Detroit, has renewed for a fourth 13-weeks its series over 346 stations, constituting the largest spot transcription series ever placed. Renewed on Dec. 26, the fourth group will begin Jan. 20 and round out a full year of transcription broadcasting. Placed through Campbell-Ewald Co. Inc., Detroit, the programs have been transcribed by World Broadcasting System. They are 15-minute programs scheduled thrice weekly.

KNX Libel Suit Against Los Angeles Times Goes Into Concluding Stages

HEARING of the $500,000 libel suit brought by KNX, Hollywood, against the *Los Angeles Times* was expected to close by Jan. 1, the session having begun Dec. 2 before a jury in California Superior Court with Judge J. T. B. Warne on the bench. An adjournment had been taken over Christmas.

The alleged libel against KNX grew out of an editorial in the *Times* April 13, 1934, to the effect that KNX would not join the Press-Radio agreement. According to the plaintiff, the editorial, also broadcast over *Times'* affiliated stations, is alleged to have intimated that KNX was broadcasting false news, garbled and pirate news, and wholly inaccurate happenings.

Ralph Trueblood, managing editor of the *Times*, testified that at no time had KNX garbled news, broadcast incorrect news, stolen or pirated news and that statements in the editorial were not meant to be directed at KNX as KNX news was above criticism.

Newspaper Syndicates Offering Comic Strips and Other Features to Radio

THE ENTRY of two major newspaper syndicates into the broadcasting field, offering specially prepared material for program purposes based on popular features running in newspapers throughout the country, was disclosed during the last fortnight with the decisions of King Features Syndicate and United Feature Syndicate to market in the radio field. King Features is a Hearst subsidiary and is the largest of all the feature syndicates. United Feature is affiliated with the Scripps-Howard organization, which has interlocking relations with the United Press. Both Hearst's International News Service and the United Press already offer news to radio stations for sponsorship.

The decision to sell or allocate radio rights to popular features was reached, it was learned, as a result of numerous inquiries coming voluntarily from advertising agencies seeking new material for their clients.

For King Features, Joseph V. Connolly, president, who also heads INS, has appointed Fred Smith to head a special radio division to handle all radio business. Mr. Smith was assigned to look into the possibilities of establishing such an office last September. Since that time King Features has been slowly formulating its radio plans. From 1922 to 1928 Mr. Smith was with WLW, Cincinnati, and from 1928 to 1932 he was connected with Time Inc. in the development of its radio promotional plans which brought out the *March of Time*, writing the script.

Grombach Productions Inc., New York, has been given a verbal agreement by United Features to handle all inquiries concerning the radio rights for any of their features. Jean Grombach, its head, said the United Features controls 126 features that appear in newspapers daily. Of these about 25 would make high class radio entertainment. Some could be used as complete radio programs while others could be used as serials. Mr. Grombach said that these features had a daily reading public of from 3,000,000 to 15,000,000. Three different advertising agencies are now discussing plans for adapting some of these United newspaper features to radio, he said.

All Types of Features

KING FEATURES has about 50 comic strips and many other features, such as advice to the lovelorn, gossip columns, Arthur Brisbane's *Today*, women's topics and special features. A resume of the King Feature comic strips that are being offered to radio follows:

(*Continued on page 49*)

WTIC is Purchased by Cherry & Webb

WPRO Owners Buy 50,000 Watt Station; May Shift to Boston

A PURCHASE contract to acquire WTIC, Hartford, Conn. 50,000 watter, at approximately $675,000, has been consummated by Cherry & Webb, New England department store operators, and owners of WPRO, Providence, R. I. The station now is owned by the Travelers Life Insurance Co., of Hartford, and is an NBC-WEAF outlet.

Coincident with the disclosure of the purchasing arrangement, which is regarded as tantamount to acquisition of the station subject to FCC approval, it was indicated that Cherry & Webb would seek to have the station removed to the Boston area. Should that eventuate, there is the possibility of an affiliation with CBS when that network's current contract with the Yankee Network expires Jan. 1, 1937.

While definite information was lacking, it was learned that the purchase contract was signed Dec. 5 following by four days the acquisition by Cherry & Webb of an option to purchase. A down payment of $25,000, it is understood, has been made to Travelers.

Possibility of Shift

NEGOTIATIONS were completed by William Cherry, head of the department store organization, his son, William, Jr., and Paul Oury, manager of WPRO, with Daniel Read, secretary of Travelers.

Conversations with CBS also have been had by the Cherry & Webb organization, it was indicated, contingent upon the move of WTIC to the Boston area. The present CBS outlet in Hartford is WDRC, regional station, while the *Hartford Times* holds a construction permit for a new 100 watter. Whether WTIC will transfer to CBS a year from now even if it should not move to the Boston market was regarded as problematical.

While CBS is contracted with the Yankee Network for New England coverage until Jan. 1, 1927, CBS had entered into a contract with WHDH, Boston part-time independent station, to begin CBS service on it when the Yankee contract expired. This option on WHDH as an outlet was for a two-and-one-half year period from Jan. 1. It was indicated that arrangements had been made to terminate this option, leaving the way open for CBS either to deal with Yankee on a renewal or to use WTIC and other New England outlets in lieu of the Shepard service next year.

John Shepard 3d, president of the Yankee Network. for several months has been using Mutual Broadcasting System service at intervals, as well as certain programs from the Inter-City Group keyed from WMCA, New York.

Quaker Oats on NBC-WEAF

QUAKER OATS Co., Chicago (cereals) will return to the NBC-WEAF network Jan. 4 using 23 stations Saturdays, 5:30-6 p. m. *Kaltenmyer's Kindergarten* will be the talent and it will emanate from the NBC studios in Chicago. Lord & Thomas, Chicago, is the agency.

Major Lenox Lohr Chosen President of NBC

By MARTIN CODEL

Recent Head of Chicago Century of Progress Takes Post Jan. 1 As Aylesworth Resigns to Devote Time to RKO

A FORMER military engineer, regarded by his colleagues in and out of the service as one of the most brilliant and capable young executives in the country, becomes president and managing executive of the NBC on Jan. 1, succeeding Merlin Hall Aylesworth, who has resigned to devote practically all his time to his duties as chairman of the Radio-Keith-Orpheum Corp.

He is Maj. Lenox Riley Lohr, until recently general manager of Chicago's Century of Progress Exposition, whose appointment was announced Dec. 27 by David Sarnoff, NBC board chairman and president of RCA, parent company, following meetings of the NBC and RCA boards on that day. At the same time Mr. Sarnoff announced the retaining of Joseph P. Kennedy, former chairman of the Securities and Exchange Commission, for the special purpose of making a study of the problems relating to RCA's capital structure.

Proves a Surprise

THE LOHR appointment came as a distinct surprise to everyone in the broadcasting industry, including most of the officials of NBC themselves, though it set at rest months of speculation regarding changes in the NBC executive staff that has been rife since RCA's recent sale of half its stock holdings in RKO to New York banking groups. Mr. Aylesworth, who had served as NBC's chief executive since the network was founded in 1926, for several years has been devoting most of his time to RKO duties and was elevated from the RKO presidency to its chairmanship when the sale was made several months ago. He remains with NBC in an advisory capacity, assuming the newly-created post of vice chairman, but will remain as chairman of RKO, whose new stock owners are expected shortly to exercise their option to purchase the remaining half of RCA's holdings.

The fact that Mr. Sarnoff's statement announcing the election of Maj. Lohr asserted that he is assuming "full management responsibilities" aroused further speculation as to possible additional NBC executive staff changes, but RCA and NBC officials disclaim any such purpose. Richard C. Patterson Jr., executive vice president, will continue in that capacity, it was stated officially.

Mr. Lohr was in New York Dec. 28 and conferred with Mr. Patterson and other NBC officials. Aside from an expression of pleasure over his election to the NBC presidency, which, he said, afforded a wonderful opportunity to provide real public service, he had no public statement to make.

Youthful and vigorous appearing, and an interesting conversationalist, Mr. Lohr declared informally to a representative of BROADCASTING that he looked forward with great interest to his prospective work in the field of broadcasting. He said he had no definite plans or policies which he could discuss at this time, but would prefer to leave such matters alone until he orients himself in his new post.

LENOX RILEY LOHR

Mr. Lohr, it appeared evident, will have a more or less free hand in NBC operations. No immediate changes in personnel were indicated. On this score, the view prevailed that there would be none of significance any time soon and that changes both in personnel and policy, if any, would await the action or recommendations of the new president.

Maj. Lohr, it was learned by BROADCASTING, came to the attention of Mr. Sarnoff recently when he was being considered for the post of executive director of New York's projected world exposition. Mr. Sarnoff is on the city commission making plans for that exposition. Friends of Maj. Lohr, who had also been offered several other industrial jobs, had advised him against accepting the New York exposition post because of the intense strain he had undergone during the six years that he handled the Chicago exposition, and he had made up his mind not to accept.

He comes to NBC with no previous experience in radio broadcasting, except as it was used incidental to the promotion of the Century of Progress. The Sarnoff statement indicated that his selection was based entirely upon his past record, asserting: "The NBC is fortunate in securing the services of Mr. Lohr for full management responsibilities. Mr. Lohr not only has had a successful career as engineer, soldier, instructor, author and editor, but has also demonstrated unusual qualities as an executive and business man by his strikingly successful management of the Century of Progress Exposition in Chicago. Mr. Lohr brings to his new duties a thorough training and experience in varied fields and a wide knowledge of our country."

Management of Fair

MAJ. LOHR is a native of Washington, D. C., where he was born Aug. 15, 1891. He was graduated with honors from Cornell University in 1916 as a mechanical and electrical engineer. Then he attended Claire College at Cambridge University in England. He joined the U. S. Army when it entered the war, serving with the engineers in France and winning a citation for meritorious service in action and rising to the rank of major. Upon his return from France he was assigned to duty with the Army engineering corps in Washington and for seven years served as editor there of the official journal of the Society of American Military Engineers, first called *Professional Memoirs* and later changed to *Military Engineers*. He was also a member of the advisory council of the Federal Board of Surveys and Maps.

When he was about to be shifted to a new tour of duty, he was persuaded by his personal friend and Army associate, Gen. Charles G. Dawes, former Vice President of the United States, to accept an appointment as general manager of the Century of Progress. Gen. Dawes refers to Maj. Lohr in laudatory terms in his recent book of memoirs, paying high tribute to his Army career, his editorial work and his executive management of the big Chicago fair.

Miss McGrew His Aide

HIS FIRST assignment before going to Chicago was to go abroad and study the history of past fairs and expositions, and his immediate act upon taking his new job was to appoint several of his former Army engineering colleagues as his aides and department heads. His secretary, Miss Martha McGrew, remained with him throughout the task and is still with him, and will undoubtedly join him at NBC. She is described by Maj. Lohr's colleagues and friends as exceedingly capable and practically indispensable.

Because he worked night and day on his Chicago job, Maj. Lohr declined to accept several other industrial positions offered him in order to rest after the exposition was liquidated. He makes his residence with his wife and five young children, three daughters and two sons, in Evanston, Ill., and also has a country place on the Fox River in Wisconsin. His wife is the former Florence Josephine Wimsatt, of Washington, D. C., whom he married in 1924 while she was working as a graduate psychiatrist at Johns Hopkins University in Baltimore.

Maj. Lohr is a Catholic and, due to his long Army service, has maintained no political affiliations. He is a member of the National Highway Association, American Society of Civil Engineers, Washington Academy of Science, Phi Sigma Sigma, Scabbard & Blade, National Press Club and Cherry Circle Club. He is the author of many technical papers in the engineering field and is vice president and member of the board of the Chicago Museum of Science and Industry. His hobbies, according to his friends, are hunting and fishing.

RCA Capital Setup

MR. SARNOFF lunched with President Roosevelt on Dec. 26 when it is presumed he advised the President of the proposed retention

(*Continued on page 57*)

New Programs and Net Shifts Mark Opening of 1936 Season

NBC and CBS Have Large Number of New Accounts; Spud Cigarettes to Start Series on Mutual Network

WITH NBC and CBS each listing nearly a dozen new accounts, the new year gets under way with nearly all big radio users staying on the air except a few sponsors of seasonal products. A resume of principal network shows, given herewith, includes the period since mid-December since new programs started since that date will run, for the most part, well into 1936.

Among the principal changes are the shifting of Colgate-Palmolive-Peet programs from NBC to CBS, the elaborate Paul Whiteman show for Woodbury, the Sherwin-Williams Co. *Metropolitan Auditions*, the *Mary Pickford* show of National Ice Manufacturers, which starts early in February, and the shift of Clicquot Club gingerale, after three weeks on CBS, to NBC.

Colgate to CBS

COLGATE-PALMOLIVE-PEET Co., Jersey City, formerly using NBC for three major programs, in January transfers all its network broadcasting to CBS. Already off the air is the *House of Glass* script, written by Gertrude Berg, but another program by the same author will make its debut Jan. 13, using a CBS network, Mondays through Fridays, 5:45-6 p. m. The *Palmolive Beauty Box Theatre* shifts to CBS Jan. 11, 8-9 p. m., with repeat at 11 p. m., using 50 stations. The *Clara, Lu and Em* series leaves the air Jan. 10.

A new Colgate program based on crime stories from local police departments will start on 48 CBS stations Jan. 15, Wednesdays, 10-10:30 p. m. Script will be written by Phil Lord, who wrote the Chevrolet *G-Man* series last autumn.

Benton & Bowles Inc., Colgate agency, is using CBS for the first time since 1933, it is understood, and now becomes a leading CBS booking.

American Tobacco Co., it was learned, is auditioning a number of programs and is understood to be considering a Wednesday night series. The sponsor recently renewed the Saturday night *Al Goodman* program for 13 weeks on NBC.

Programs on Mutual Broadcasting System include Axton-Fisher Tobacco Co. (Spud cigarettes), which makes its radio bow.

A resume of network programs, compiled as BROADCASTING went to press, follows:

NBC New Business

COX GELATINE Co., New York (dessert) with Jack Berch, Fridays, 10:45-11 a. m. Started Dec. 13, 1935 (WJZ).

SHERWIN-WILLIAMS Co., Cleveland (paints and varnishes) with Metropolitan Auditions, Sundays, 3:30-4 p. m. Started Dec. 22, 1935 (WEAF).

L. C. SMITH & CORONA TYPEWRITERS Inc., Syracuse (typewriters) with Nine to Five dramatic sketch, Thursdays, 7-7:15 p. m. Started Dec. 19, 1935 (WJZ).

QUAKER OATS Co., Chicago (cereals) with Kaltenmyer's Kindergarten, Saturdays, 5:30-6 p. m. Starts Jan. 4 (WEAF).

SPRATT'S PATENT Ltd., Newark (dog food) with Albert Payson Terhune, Saturdays, 5:30-5:45 p. m. Starts Jan. 4 (WJZ).

FORD MOTOR Co., Detroit (motor cars) with Fred Waring and His Pennsylvanians, Friday, 9:30-10 p. m. Starts Jan. 17 (WJZ).

B. T. BABBITT Inc., New York (Bab-O) with a dramatic skit, Mon. thru Fri., 10:45-11 a. m. Starts Jan. 27 (WJZ).

JOHNS-MANVILLE Co., New York (builder's supplies) with Edwin C. Hill, Kate Smith, Howard Shelton, Tom Howard, and guest speakers on a one-time program Monday, Jan. 13, 11-12 noon (WEAF).

JELL-WELL DESSERT Co. Inc., Los Angeles (dessert) with the Women's Magazine of the Air, Thursday, 3:15-3:30 p. m. Starts Jan. 9 (Pacific Red Network).

JOHN H. WOODBURY Co., Cincinnati (soap) with Paul Whiteman and His Orchestra, Sundays, 9:45-10:30 p. m. Starts Jan. 5 (WJZ).

PROCTER & GAMBLE Co., Cincinnati, with Forever Young dramatic serial, Mon. through Fri., (no time set as yet). Starts Jan. 6 (WEAF).

BENJAMIN MOORE & Co., New York (paints) with Betty Moore and Lew White, Wednesdays, 11:30-11:45 a. m. Starts Jan. 8 (WEAF).

NATIONAL ICE MANUFACTURERS Inc., Cleveland (ice dealers) with Mary Pickford and company, Wednesdays, 10-10:30 p. m. Starts Feb. 5 (WEAF).

PITTSBURGH PLATE GLASS Co., Pittsburgh (institutional) with Pittsburgh Symphony orchestra, Thursdays, 8:30-9 p. m. Starts Feb. 6 (WJZ).

NBC Renewals

RADIO CORPORATION OF AMERICA, New York (radio receivers, tubes, etc.) renewed Magic Key of RCA, Sundays, 2-3 p. m., on Dec. 29, 1935 (WJZ).

STANDARD BRANDS Inc., New York (Royal Gelatine) renewed One Man's Family, Sundays, 12:30-1 a. m., (EST) on Dec. 29, 1935 (six stations of NBC-KPO network).

HAROLD F. RITCHIE & Co., New York (Eno salts) renewed Eno Crimes Clues, Tuesdays, 8-8:30 p. m., on Dec. 31, 1935 (WJZ).

STANDARD BRANDS Inc., New York (Royal Gelatine) renews One Man's Family, Wednesday, 8-8:30 p. m., on Jan. 1 (WEAF)

STANDARD BRANDS Inc., New York (Fleischmann's Yeast for Health) renews Rudy Vallee in the Fleischman Hour, Thursdays, 8-9 p. m., on Jan. 2 (WEAF).

GENERAL FOODS Corp., New York (Maxwell House coffee) renews Maxwell House Showboat with Lanny Ross, Thursdays, 9-10 p. m., on Jan. 2 (WEAF).

GENERAL MOTORS Corp., Detroit (institutional) renews Erno Rapee and General Motors Symphony Concerts, guest singers, Sundays, 10-11 p. m., on Jan. 5 (WEAF).

REAL SILK HOSIERY MILLS Inc., Indianapolis (hosiery) renews Life is a Song, Sundays, 9-9:30 p. m., on Jan. 5 (WJZ).

STANDARD BRANDS Inc., New York (Fleischmann's yeast for bread) renews Robert Ripley in the Baker's Broadcast, Sundays, 7:30-8 p. m., on Jan. 5 (WJZ).

STANDARD BRANDS Inc., New York (Chase & Sanborn coffee) renews Major Bowes Amateur Hour, Sundays, 8-9 p. m., on Jan. 5 (WEAF).

SPRATT'S PATENT Ltd., Newark (dog food) renews Albert Payson Terhune Dog Dramas, Sundays, 4:15-4:30 p. m. (PST) on Jan. 5 (five stations of NBC-KPO network).

SINCLAIR REFINING Co., Inc., New York (petroleum products) renews Sinclair Minstrels, Mondays, 9-9:30 p. m., on Jan. 6 (WJZ).

HOUSEHOLD FINANCE Corp., Chicago financial aid) renews Edgar Guest in Welcome Valley, Tuesdays, 8:30-9 p. m., on Jan. 7 (WJZ).

CHEVROLET MOTOR Co., Detroit (motor cars) renews Rubinoff, Jan Pearce, and Virginia Rae, Saturdays, 9-9:30 p. m., on Jan. 18 (WEAF).

MOLLE Co., Bedford, O. (shaving cream) renews Vox Pop—Voice of the People, with Jerry Belcher and Parks Johnson, Tuesdays, 9-9:30 p. m., on Jan. 28 (WEAF).

Red Goes Berserk

AN ARDENT Soviet protagonist "tore loose" during the Sunday *Listener Speaks* program on WOR, Newark, Dec. 29, and no one seems to know how it all happened. Like most speakers on that public forum, his proposed talk had been checked and given an O. K. But when he went on the air he changed his speech into a Red tirade with the result that hundreds of phone calls were received protesting the use of WOR for Soviet propaganda. The Hearst papers, bitterly anti-Soviet, naturally played up the story. WOR officials expressed themselves as deeply vexed over the episode.

STERLING PRODUCTS Co., New York (Phillips Milk of Magnesia) renews Waltz Time with Abe Lyman's orchestra, Fridays, 9-9:30 p. m. on Feb. 7 (WEAF).

STERLING PRODUCTS Co., New York (Dr. Lyon's toothpaste and Bayer's Aspirin renews Manhattan Merry-Go-Round and American Album of Familiar Music respectively, Sunday, 9-10 p. m., on Feb. 9 (WEAF).

WANDER Co., (Ovaltine) renews Orphan Annie, Monday thru Friday, 5:45-6 p. m., on Jan. 1 (WJZ).

CARNATION Co., Milwaukee (canned milk) renews the Contented Hour, Monday, 10-10:30 p. m., on Jan. 6 (WEAF).

AMERICAN TOBACCO Co., (Lucky Strike cigarettes) renews Al Goodman and orchestra, Saturday, 8-9 p. m. (WEAF).

CBS New Business

WARD BAKING CORP., New York (Ward bread, cakes, etc.) with Parade of Youth, Tues., Thurs., Sat., 6:15-6:30 p. m. Started Dec. 17, 1935.

CLICQUOT CLUB Co., Millis, Mass. (ginger ale) with Harry Reser and His Orchestra, Saturdays, 8-8:30 p. m. Started Dec. 21, 1935.

CREAM OF WHEAT Corp., Minneapolis (breakfast food) with Buck Rogers in the Twenty-Fifth Century, Mon., Wed., Fri., 6-6:15 p. m., with rebroadcast to the West Coast at 7-7:15 p. m. Started Dec. 30, 1935.

TIME Inc., New York (magazine and news reel) with the March of Time, Thursdays, 8:30-9 p. m. Date indefinite.

WILDROOT Co., Buffalo, N. Y. (hair tonic) with Ted Husing, Mondays, 7:15-7:30 p. m. Starts Jan. 6.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (Palmolive soap) with *Palmolive Beauty Box Theatre*, Saturdays, 8-9 p. m. Starts Jan. 11.

COLGATE-PALMOLIVE-PEET Co., Jersey City (shaving cream) crime stories of local police departments, Wednesdays, 10-10:30 p. m. Starts Jan. 15.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (Super Suds) with Gertrude Berg in a new serial as yet untitled, Mon. thru Fri., 5:45-6 p. m. Starts Jan. 13.

CBS Renewals

FORD MOTOR Co., Detroit (motor cars) renewed Ford Sunday Evening Hour, Sundays, 9-10 p. m., on Dec. 29, 1935, Fred Waring program to be half-hour.

PHILCO RADIO & TELEVISION Corp., Philadelphia (radio receivers) renews Boake Carter, Mon. through Fri., 7:45-8 p. m., on Jan. 1.

STEWART-WARNER Corp., Chicago (Alemite) renews Horace Heidt and the Brigadiers Orchestra, Thursdays, 10-10:30 p. m., on Jan. 2.

GENERAL BAKING Co., New York (Bond bread) renews Frank Crumit and Julia Sanderson, Sundays, 5:30-6 p. m., on Jan. 5.

LEHN & FINK PRODUCTS Co., New York (Pebeco toothpaste) renews Eddie Cantor, Sundays, 7-7:30 p. m., on Jan. 5.

LEHN & FINK PRODUCTS Co., New York (Hinds Honey & Almond Cream) renews Leslie Howard, Sundays, 2-2:30 p. m., with a rebroadcast to the West Coast at 12-12:30 midnight, on Jan. 5.

GULF REFINING Co., Pittsburgh (petroleum products) renews Phil Baker in *The Great American Tourist*, Sunday, 7:30-8 p. m., on Jan. 5.

MOHAWK CARPET MILLS, New York (carpets and rugs) renews *Five Star Jones*, Mon. thru Fri., 12:45-1 p. m., on Jan. 1.

DAILIES BUY SHARE IN NEBRASKA GROUP

PURCHASE of 25% interest each by the *Lincoln State Journal* and *Lincoln Star* in KFAB and KFOR, Lincoln, Neb., and KOIL, Council Bluffs-Omaha, was disclosed Dec. 24 by Charles Stuart, president of the Sidles Co., which is the holding company for the stock in the three stations. Actual transfer of stock will take place Jan. 1, it was stated.

The two Lincoln dailies are the largest units in the Lee Syndicate, headed by E. P. Adler, publishing newspapers in nine Midwest cities, who at one time owned what is now WHO, Des Moines. One of Mr. Adler's other newspapers, the *Madison State Journal*, is half owner of WIBA, Madison, Wis., while his *Mason City* (Ia.) *Globe-Gazette* is a recent applicant before the FCC for a new station in that community.

The *State-Journal*, in a front-page article on Dec. 24, said in connection with the purchase:

"The newspaper interest in the radio is in line with developments the country over. At the present time about one-fourth of the radio stations in the United States are either owned, controlled by or affiliated with newspapers through stock ownership. The number of radio stations affiliated with newspapers in this manner will be 50% larger at the end of 1935 than it was at the end of the previous year."

NBC's 1935 Client List Included 158 Advertisers

FORTY-SEVEN of the 100 leading advertisers of 1934 were represented in NBC's 1935 list of clients, according to a tabulation by that network. During the year just ended NBC's several networks had 158 advertisers, including the 47 which follow:

American Home Products Co.; American Tobacco Co.; Beech-Nut Packing Co.; Borden Sales Co.; Bristol Myers Co.; Campana Corp.; Coca Cola Co.; Colgate-Palmolive-Peet Co.; Continental Oil Co., Emerson Drug Co.; Firestone Tire & Rubber Co.; Ford Motor Co.; General Electric Co.; General Foods Corp.; General Mills Inc.; General Motors Corp.; Gillette Safety Razor Co.; B. F. Goodrich Co.; H. J. Heinz Co.; Andrew Jergens Co.; S. C. Johnson & Son; Kellogg Co.; Lady Esther Co.; Lambert Pharmacal Co.; Lever Bros.; P. Lorillard Co.; Metropolitan Life Insurance Co.; National Biscuit Co.; National Dairy Products (Kraft); Noxzema Chemical Co.; Pepsodent Co.; Pet Milk Co.; Pillsbury Flour Mills Co.; Premier Pabst Sales Co.; Procter & Gamble Co.; RCA Victor Inc.; Shell Oil Co.; Sinclair Refining Co.; Standard Brands Inc.; Sterling Products Inc.; Studebaker Corp.; Sun Oil Co.; Swift & Co.; Texas Co.; Vick Chemical Co.; Wander Co.

MBS New Business

UNITED CIGAR STORES DELAWARE Corp., New York (United-Whelan stores) with Isham Jones and his orchestra, Sundays, 6-6:30 p. m. Starts Jan. 5.

AXTON-FISHER TOBACCO Co., Louisville (Spud cigarettes) with Tex O'Reilly in dramatic series, Tuesdays, 11-11:30 p. m. Starts Jan. 7.

MBS Renewals

UNITED CIGAR STORES DELAWARE Corp., New York (United Cigar stores) renews Isham Jones and His Orchestra, Tuesdays, 8:30-9 p. m., on Jan. 1.

Record Year Behind, Radio Soars Onward

Industry Leaders Optimistic; $100,000,000 Figure Forseen in 1936; Day and Summer Sales Expanding

"AS RADIO GOES, so goes the nation's business." That phrase became almost axiomatic during 1935. Broadcast advertising volume, showing a 20% increase over the preceding year, led all other advertising media, with an aggregate likely to reach $87,000,000 when the final statements are checked for the 12-month period.

First to shake off the depression two years ago, radio now is looked upon by men in many industrial walks as a business barometer. They have not been deceived, because the general upturn in business has followed closely the broadcast advertising indicator.

With the record year behind, the broadcasting industry is looking toward a 1936 that may catapault it into the $100,000,000 class. An increase of only 13% over 1935 will do the job. Early trade summaries and the tenor of BROADCASTING's annual symposium of prospects for the new year, abstracted in this article, tend to bear out this prediction.

Increases rather than cuts in radio appropriations will be the rule in 1936. Advertisers, more radiowise than ever before, are definitely inclined toward year-round rather than split-season schedules. The habitual summer sinking spell in broadcasting flattened out noticeably last year, and will be virtually non-exhistent during the next year or two, according to industry reactions.

Day Hours in Demand

DEMAND for daytime hours, which have proved their sales force, unprecedentedly large in 1935, will be accelerated in 1936. Supplementing the phenomenal increase in transcription and other spot business has been the use of locally built studio programs by some national advertisers—a form of national placement that is destined to increase.

Transcription library services, which came into their own last year, proved a boon in local sales and programming. Their full effect will be felt, in 1936, it is expected.

Of the $87,000,000 gross indicated for 1935, about $46,000,000 will be network return. This reflects an increase of some 22% over last year. Regional network volume was about 16% ahead, national non-network volume about 25% and local advertising about 18½%.

The 20% net increase in broadcast advertising for the year, compares to approximate increases estimated for national magazines of something under 8%; newspaper lineage of less than 3% and farm paper advertising of about 4½%.

"Radio circulation" figures spurted during 1935 with the sale of some 5,000,000 new receiving sets. When 1934 closed the estimate was 21,500,000 receivers in about 19,000,000 American homes. The peak audience estimate, with four listeners to a home, was reckoned at nearly 80,000,000 of the nation's 125,000,000 people. Many of the new sets sold were replacements, but the audience available nevertheless was augmented appreciably.

A great "mobile audience" also has been established for the radio advertiser during the last half-dozen years, with the increased popularity of automobile receivers. Latest figures of the Radio Manufacturers Association show that 4,000,000 auto receivers now are in everyday use.

In the network field, the large demand for desirable time has placed chain facilities at a premium. The last year saw the Mutual Broadcasting System enter the network field as a major market project. Inter-City Group, comprising eight units along the Eastern Seaboard, led among the new regional groups formed. These regional groups are affording national and regional advertisers intensive coverage of particular markets.

A decided improvement in program quality during the year, including all of the branches of the medium, was apparent. Springing from the highly competitive nature of the offering of sponsors, program offerings continued to bring to the microphone leading personages of the theatrical and entertainment worlds. Sponsors have found that to obtain worthwhile audiences they must excel in programs and that a special radio technique is essential.

Many of the evils that accompanied earlier programs have disappeared almost entirely. Prodded by actions of the FCC, stations have refused to let commercial credits run rampant, and advertisers and agencies have come to the realization that infinite care is essential in the preparation of commercial announcements.

News Sponsorship

THE greatest single advance in programming was the almost universal introduction and acceptance of news broadcasts for sponsorship. Following the lead of Transradio Press, both United Press and International News Service began sale of their news reports to stations for sponsorship. Some 300 stations now have regular news association services, most of which are sponsored.

In 1936 the broadcasting industry is expected to develop along several lines. Already commanding the nation's ears, the fact that 1936 is a presidential year will mean more hours devoted to reception and more listeners for the program sponsor. Reallocation plans of the FCC, basically involving horizontal increases in station power, will intensify general coverage. Rudimentary plans for the creation of a Radio Audit Bureau, outlined during 1935, will be carried to fruition in 1936, according to present indications. This will enable those who spend the radio dollar to guage more accurately the markets they are covering and the preferences of the audience. The bureau project is supported by stations, advertisers and agencies and would give to radio a counterpart of the Audit Bureau of Circulations in the publications field.

Network Chiefs

STARTING with the "A's", let's take a glimpse into 1936 with some of the important figures in the broadcasting world! Says M. H. AYLESWORTH, president of NBC, chairman of RKO, and pioneer in network broadcasting:

"The business outlook for radio broadcasting for the year 1936 is excellent. The broadcasting companies will have all of the business that they can conveniently take care of.

"We must remember, now that we have reached the stage of popularity, that we owe an additional service of very great importance to the American people. We are offering through American industry and the competitive influence of sponsors, the finest radio entertainment in the world. We must always keep time free for religion, education and public affairs.

"Our record is quite good so far and let us be sure that just as the newspaper publishes editorials in the news along with advertising, radio broadcasting will continue the great public service for which there is no revenue and which is supported by the money received from sponsors covering their own commercial programs of entertainment and sales."

A Stabilized Industry

WILLIAM S. PALEY, CBS president, optimistically measured the service of radio during the last decade, and peered into the next ten years of expected development.

He said: "In the decade ending with 1935, radio broadcasting has become a stabilized national industry, established on a sound economic basis, and offering an increasingly useful service to the people through its expanding facilities, improved technique and higher quality of program content.

"It seems probable that this coming decade will see the industry moving toward a much greater unification of policy as between stations, together with a far wider realization of the potentialities of radio's uses as a medium for communication to the public of cultural, educational and informative ideas, as well as wholesome entertainment. In the field of scientific research we may confidently look for an at least partial fruition of the study which is continually devoted to practical problems in physics and engineering as they affect radio. In the art of broadcasting we should see further gradual development of original and new techniques, applied not only to entertainment of every na-

(*Continued on page 42*)

Networks' Gross Monthly Time Sales

NBC-WEAF (Red)

	1935	% Gain Over 1934	1934	1933	1932
January	$1,729,137	32.0	$1,309,662	$1,031,373	$1,421,034
February	1,620,977	33.3	1,215,998	908,531	1,379,120
March	1,802,741	31.1	1,374,910	1,028,935	1,484,906
April	1,656,283	22.2	1,355,587	809,508	1,297,903
May	1,614,969	12.0	1,441,900	816,665	1,150,152
June	1,464,124	15.1	1,272,480	824,155	979,262
July	1,360,833	12.3	1,212,163	759,155	933,295
August	1,214,307	4.5	1,161,581	869,054	911,950
September	1,234,766	1.4	1,218,219	884,699	904,071
October	1,727,229	6.5	1,621,119	1,223,692	1,064,059
November	1,571,658	.1	1,569,532	1,210,557	1,078,901
Total	$16,923,921	14.7	$14,753,151	$10,366,324	$12,604,653

CBS

January	$1,768,949	25.8	$1,405,948	$941,465	$1,348,842
February	1,654,461	19.2	1,387,823	884,977	1,319,414
March	1,829,553	20.0	1,524,904	1,016,102	1,436,050
April	1,615,389	17.8	1,371,601	775,487	1,354,592
May	1,287,455	2.5	1,255,887	624,256	1,326,994
June	1,066,729	15.2	925,939	553,056	915,830
July	910,470	44.5	630,290	445,414	591,183
August	879,019	71.2	513,315	499,638	540,342
September	1,086,900	55.2	700,491	547,203	685,156
October	1,930,512	10.2	1,752,601	1,125,793	972,358
November	1,722,390	2.3	1,682,959	1,277,459	1,105,895
Total	$15,751,827	19.8	$13,151,758	$8,690,850	$11,596,656

NBC-WJZ (Blue)

January	$1,093,749	10.6	$988,503	$752,052	$1,068,868
February	1,072,136	18.7	902,866	744,209	1,054,490
March	1,156,032	12.4	1,028,552	859,572	1,228,844
April	975,970	5.6	924,623	783,898	1,227,530
May	1,007,931	8.7	926,880	761,231	1,041,195
June	863,511	5.1	821,607	609,830	1,002,039
July	795,525	38.0	576,429	539,662	810,948
August	756,797	55.0	488,202	459,413	756,873
September	873,890	51.5	577,033	582,837	813,377
October	973,789	—7.3	1,050,856	793,199	900,772
November	1,003,739	—2.4	1,028,742	862,949	779,204
Total	$10,638,737	14.2	$9,314,293	$7,748,852	$10,684,140

Pirating of Press Service News Adjudged Unfair Competition

U. S. Appellate Court Reverses Lower Court Ruling In KVOS Case and Grants Preliminary Injunction

IN A SWEEPING opinion reversing on all scores the sensational ruling just a year ago of Federal District Judge John C. Bowen, of Seattle, the U. S. Circuit Court of Appeals in San Francisco on Dec. 16 held that "pirating" of press association news by a broadcasting station is unfair competition.

Deciding the appeal of the Associated Press from Judge Bowen's decision in favor of KVOS, Bellingham, Wash., which allegedly appropriated AP news dispatches, the court imposed rigid restrictions on broadcasting of news published in newspapers. Pirating of press association news, it said, may well affect both "subscriber and advertising income" of newspapers.

Injunction Granted

THE OPINION, written by Judge William Denman, and concurred in by Circuit Judges Curtis D. Wilbur and Clifton Mathews, concluded with the following order:

"The decree is reversed and the District Court ordered to grant a preliminary injunction restraining KVOS from appropriating and broadcasting any of the news gathered by the Associated Press for the period following its publication in complainant's newspapers during which the broadcasting of the pirated news to KVOS' most remote auditors may damage the complainant's papers' business of procuring or maintaining their subscriptions and advertising. In this connection consideration should be given to the likelihood of KVOS' auditors awaiting the pirated news because it is free and does not require subscription for a newspaper."

On Dec. 18, 1934, Judge Bowen had held that news may be broadcast over stations, whatever its origin, once it is published in newspapers which are available for sale to the public. He based his decision on the fact that stations, in broadcasting these news dispatches, do not do so for profit, and that radio must be looked upon as a modern means of news dissemination which cannot be blocked for the protection of "private investment" in newspapers or press associations.

All of these contentions are reversed by the appeals' court. Of significance was its finding that news broadcasts are competitive in that the station realizes advertising revenue from the news broadcasts, directly and indirectly, whereas both subscriber and advertising income of the newspapers can be adversely affected through loss of circulation.

Whether there will be an appeal to the Supreme Court is problematical. The appeal to the Circuit Court on behalf of KVOS was partially financed by contributions from stations made through the NAB, amounting to approximately $1,800. Opposition from newspaper members of the NAB to this fund was voiced last year, and it is unlikely that the NAB, as a trade association, will solicit additional funds for a Supreme Court review.

The case was argued on behalf of KVOS by former Senator C. C. Dill, of Washington, assisted by Kenneth C. Davis, Seattle attorney, and managing director of the Washington State Broadcasters Association, and William H. Pemberton, Olympia attorney. Argument was heard last September. John W. Davis was head counsel for the AP, with Joseph Kindall, attorney of Bellingham, delivering the argument.

The AP contention in its Seattle suit was that KVOS, in its *Newspaper of the Air*, broadcast three times daily, used three AP newspaper members, the *Bellingham Herald*, *Seattle Post-Intelligencer* and *Seattle Daily Times* as a source of much of the news broadcast. This, it contended, constituted "piracy" and unfair competition.

In an opinion going deeply into legal precedent, Judge Denman declared radio has added celerity to news circulation, just as have the railroad and, later, telegraphic transmission. Impairment of radio's service would affect the blind, and impairment of the press would injure the deaf, he brought out.

Further analyzing the comparative fields of radio and the press, Judge Denman stated:

"Practically all of KVOS' income from which it seeks profit is payment for the service of publishing advertising matter. Likewise this constitutes a large part of the income of the papers. KVOS' income, mostly from advertising,

JUDGE DENMAN

supports its combined news and advertising circulation without charge to its public. The newspapers' circulation is supported by income which is a combination of charges from advertising and their readers' subscriptions."

Asserts Jurisdiction

JUDGE DENMAN first disposed of the contention of KVOS counsel that the court lacked jurisdiction. The competitive character of news over the radio and in the newspapers, he held, was such that it warranted adjudication by the court. In the course of the opinion, he said:

KVOS' business of publishing, by the broadcast of combined advertising and the pirated news, for the profit from its advertising income constitutes unfair competition with the newspapers' business of gathering the news pirated by KVOS and publishing

(*Continued on page 56*)

FCC Study of Reallocation Proposals Is Slowed Up Pending Revision of Rules

ALTHOUGH no formal action has been taken for a postponement, events of the last month indicate a slowing up of consideration of the projected reallocation plans being nurtured by the FCC Broadcast Division.

Due about Christmas, the proposals of the Broadcast Section of the Engineering Department covering the important "clear channel" phase of the realignment had not been advanced with the turn of the year. Several weeks may elapse before they are submitted and there is the possibility that nothing will be done until spring or summer.

Reasons for the expected delay are twofold. First, there has been an unexpected slowing up of consideration of proposed new rules and regulations governing broadcasting. In the mill for more than a year, it had been indicated that they would be in force by this time. The general view is that the new rules should be on the books before steps are taken for a sweeping change in the reallocation rules.

The second factor surrounds the change in direction of the Engineering Department with the appointment of T. A. M. Craven as chief engineer several weeks ago. Comdr. Craven is anxious to acquaint himself with all matters of FCC activitiy before becoming engrossed in a matter so far-reaching as the realignment proposals.

These are the evident factors. It was emphasized by officials that no orders have gone down from the Broadcast Division to defer the reallocation, and that the developments are simply those that are inherent in procedure. The only official comment was that the plans on procedure should crystallize when the Broadcast Division reconvenes Jan. 7 following the holiday recess.

Meanwhile, the basic plan covering clear channels has not been changed. Roughly, it would provide, it is expected, for a reduction in the number of clear channels from 40 provided in existing allocation regulations, to approximately 25. Presumably on these latter there would be placed a minimum power limitation of 50,000 watts, which now is the maximum allowable power, with all of these waves ultimately earmarked for super-power of 500,000 watts.

In anticipation of the change, three stations already have filed 500,000-watt applications, while at least a half-dozen others are known to be ready. The applications are from KNX, Los Angeles, WGN, Chicago, and WHO, Des Moines.

Already before the Broadcast Division are the recommendations of the Engineering Department covering realignment of regional channels, and providing for a horizontal increase in power to 5,000 watts day and night (as against the present maximum of 1,000 watts night) on seven of them. The remainder of the 40 regional waves would be segregated into two classes, one with stations which would be protected to the ½ millevolt line with power of 1,000 watts at night, and the other affording protection up to the four millevolt line with powers at night from 250 to 1,000 watts.

There was considerable opposition to this plan. The Broadcast Division decided that it should be held in abeyance until the clear channel recommendations came down, and that both should be scheduled for a general hearing at which all parties would be given opportunity to present their views. There has been no deviation from this proposed procedure officially; the only change having been the delay in the submission of the clear channel proposals.

Barrier on Broadcasting Of Football Games Lifted By Southern Conference

THROUGH the efforts of WBT, Charlotte, N. C., the Southern Conference has lifted its barrier against football broadcasts. The conference was the only major intercollegiate group barring radio at games on the theory that it cut down the "gate".

Charles Crutchfield, WBT program director, appeared at the December meeting of the conference in Richmond and appealed for lifting of the barrier. The vote permitting broadcasts was 5 to 3, with the two South Carolina representatives not voting because of a state law allowing broadcasts of games involving state institutions. Opposing the action were Virginia Polytechnic Institute, Virginia Military Institute and University of North Carolina.

Under the resolution adopted, it is up to the individual institutions to decide whether or not they will allow broadcasting of the games. C. P. (Sally) Miles, former president of the Southern Conference and former director of athletics at Virginia Polytech, waged a vigorous fight against the move. Forest Fletcher, president of the Conference, favored radio coverage.

Local Spots Being Used By Saturday Evening Post

OCCASIONAL spot announcements are being used by the *Saturday Evening Post* on stations in various sections to publicize nonfiction articles devoted to those areas. This has been done for more than a year, the most recent national spot series having been placed on WFIL, Philadelphia, and KNX, Los Angeles, and WMAQ, Chicago, among others.

So far as could be ascertained, the Curtis Publishing Co., *Post* publishers, do not contemplate any regular national radio campaign. The organization in an editorial way has been anti-radio. The spot business has been placed by the Simpers Co., Philadelphia agency.

100 Independents Set Up Group Rates

National Independent Broadcasters Inc. Starts Year Making Facilities Available to Advertisers in Six Groupings

EXACTLY 100 independent radio stations, divided into six territorial groups to be sold as units subject to rate discounts, comprise the new setup of National Independent Broadcasters Inc., its New York headquarters office announced Dec. 30. The new rate card and accompanying data, effective Jan. 3, went forward to advertisers and agencies as the New Year began.

The NIB will be represented by James O'Shaughnessy, formerly executive secretary of the American Association of Advertising Agencies and onetime business manager of *Liberty Magazine*, who with his associate T. H. McClure maintains offices at 17 E. 42nd St., New York City. Mr. O'Shaughnessy was engaged by officers of the NIB shortly after its organization during the last NAB convention at Colorado Springs.

More stations will be added to the groups later, it was indicated, expanding further the territorial coverage areas represented, which Mr. O'Shaughnessy stated embraces a combined primary area of 27,000,000 population. Each group will carry a discount, beginning with 2% for a single group and cumulative up to 12% if all six groups are bought. Local rate structures, he said, have been revised to conform to the NIB rate structure for the protection of national advertising operations. Electrical transcriptions and recordings are acceptable on all stations.

Officers and Directors

THE RATE structures were worked out in conferences held during the last few months with NIB officers and directors elected at Colorado Springs, who are Edward A. Allen, WLVA, Lynchburg, president; Mallory Chamberlin, WNBR, Memphis, vice president; W. Wright Gedge, WMBC, Detroit, secretary; Ben S. McGlashan, KGFJ. Los Angeles, treasurer. Most of the stations in the groups are 100 watters, although there are some of higher power; none is affiliated with any of the national networks.

The directors of NIB are: John Elmer, WCBM, Baltimore; William S. Pote, WMEX, Boston; Charles A. Hill, WIBM, Jackson, Mich.; C. W. Hayes, WHBC, Canton, O.; R. S. Bishop, KFJZ, Fort Worth; Steve A. Cisler, WATL, Atlanta; William W. Behrman, WBOW, Terre Haute, Ind.; Sidney H. Bliss, WCLO, Janesville, Wis.; Arthur Wetlund, KRE, Oakland, Cal.; H. E. Studebaker, KUJ, Walla Walla, Wash.

The groups and the stations in each are as follows; in the accompanying box will be found the rates for each group:

NORTHEASTERN GROUP

MAINE

Augusta	WRDO
Bangor	WABI
Presque Isle	WAGM

VERMONT

Rutland	WSBY
St. Albans	WQDM

MASSACHUSETTS

Boston	WMEX
Fall River	WSAR

CONNECTICUT

New Haven	WELI
Waterbury	WATR

NEW YORK

Albany	WABY
Auburn	WMBO
New York City	WMCA
Olean	WHDL
Plattsburg	WMFF

PENNSYLVANIA

Harrisburg	WKBO
Philadelphia	WHAT
Philadelphia	WTEL
Reading	WRAW
Wilkes Barre	WBAX
Williamsport	WRAK

MARYLAND

Baltimore	WCBM

DISTRICT OF COLUMBIA

Washington	WOL

NIB Rate Structure: One-Time Rates

(Discounts for frequency are based on these rates: 5% for 13 times, 10% for 26 times and 15% for 39 times)

Station Group	No. of Stations	One Hour	Half Hour	Quarter Hour	Five Minutes
Northeast	22 day	$939.60	$563.76	$328.86	$156.26
	18 night	1,377.10	826.26	481.98	229.51
Southeast	11 day	391.17	234.70	136.91	65.19
	9 night	374.85	224.91	131.20	62.47
North-Central	25 day	956.72	574.03	334.85	159.30
	23 night	1,175.71	694.26	411.50	195.95
South-Central	18 day	519.50	311.70	181.25	86.58
	16 night	600.64	360.38	210.21	100.10
Mountain	9 day	221.60	132.96	77.67	36.95
	8 night	266.52	159.91	93.28	44.42
Pacific	12 day	245.79	147.47	86.02	40.96
	11 night	231.75	139.05	81.11	38.62
Rates by groups together earning cumulative discounts					
Total	97 day	$2,973.89	$1,570.21	$1,040.86	$494.64
	85 night	3,606.89	1,904.44	1,262.41	601.14

SOUTHEASTERN GROUP

VIRGINIA

Bristol	WOPI
Charlottesville	WCHV
Danville	WBTM
Lynchburg	WLVA
Newport News	WGH
Petersburg	WPHR

NORTH CAROLINA

Gastonia	WJBR
Rocky Mount	WEED
Wilmington	WMFD

SOUTH CAROLINA

Anderson	WAIM

GEORGIA

Atlanta	WATL

FLORIDA

Daytona Beach	WMFJ

NORTHCENTRAL GROUP

OHIO

Canton	WHBC
Columbus	WCOL

MICHIGAN

Detroit	WJBK
Detroit	WMBC
Ironwood	WJMS
Jackson	WIBM

INDIANA

Elkhart	WTRC
Hammond	WWAE
Muncie	WLBC
Terre Haute	WBOW

ILLINOIS

Carthage	WCAZ
Chicago	WCRW
Harrisburg	WEBQ
Joliet	WCLS
La Salle	WJBC
Springfield	WCBS

WISCONSIN

Green Bay	WHBY
Janesville	WCLO
Racine	WRJN

MINNEAPOLIS

Fergus Falls	KGDE

IOWA

Shenandoah	KFNF

NORTH DAKOTA

Devils Lake	KDLR
Grand Forks	KFJM
Minot	KLPM

NEBRASKA

Kearney	KGFW
Scottsbluff	KGKY

SOUTHCENTRAL GROUP

KENTUCKY

Paducah	WPAD

TENNESSEE

Jackson	WTJS
Memphis	WNBR

MISSISSIPPI

Clarksdale	WMFN
Gulfport	WGCM
Hattiesburg	WPFB
Kosciusko	WHEF

ARKANSAS

Little Rock	KARK

LOUISIANA

Lake Charles	KPLC
New Orleans	WJBW
Shreveport	KRMD

OKLAHOMA

Ada	KADA
Oklahoma City	KFXR
Shawnee	KGFF

TEXAS

Beaumont	KFDM
Fort Worth	KFJZ
Longview	KFRO
San Antonio	KABC
San Antonio	KONO

MOUNTAIN GROUP

MONTANA

Wolf Point	KGCX

IDAHO

Idaho Falls	KID
Lewiston	KRLC
Nampa	KFXD

COLORADO

Alamosa	KGIW
Sterling	KGEK

ARIZONA

Jerome	KCRJ
Tuscon	KVOA

NEW MEXICO

Albuquerque	KGGM

PACIFIC COAST GROUP

WASHINGTON

Aberdeen	KXRO
Seattle	KXA
Spokane	KFIO
Walla Walla	KUJ
Wenatchee	KPQ
Bellingham	KVOS

OREGON

Klamath Falls	KFJI

CALIFORNIA

Berkeley	KRE
El Centro	KXO
San Bernardino	KFXM
San Francisco	KJBS
Santa Ana	KREG

A HAPPY CHRISTMAS FOR BILL'S

Louisville Store Again Captures Big Share of Toy Trade by Astute Use of Broadcasts

THE STORY of Bill's (an auto accessory house handling toys) Christmas Party success, dates back to a sustaining program called The Deed-I-Do Club, put on by WHAS, Louisville, two years ago. The Deed-I-Do Club began as a thrice-weekly 15-minute program, at 5:30 in the evening, graduating shortly by demand to a Monday through Friday broadcast designed to get children into the studios of WHAS.

To become a member, it was necessary only to write in and ask for a membership card, or come to the studios and secure one, with a promise to keep the three rules of the club. These rules were: Every member must listen into every meeting; must be kind to animals; must do a good deed for someone everyday. Members were invited to perform over radio, or if unable to perform to come to the studios to view the broadcast. The daily audience was about 100 children.

The result: November 1934, the membership was 12,000 children, at which time Bill's Auto Accessory House sponsored the program, turning The Deed-I-Do Club into Bill's Christmas Party—by request. For the five or six weeks' duration of the Christmas Party, to quote the advertising manager of one of Louisville's largest local department stores, "Bill's took the 1934 toy trade." The reported figure was 50% of Louisville's entire toy trade, and Bill's were completely sold out of toys two days before Christmas.

The 1935 story is even bigger and better. Twenty-five per cent more business than in 1934. Some 17,000 children wrote letters on special Santa stationery, which could be procured only at a Bill's store. Checkers for WHAS set down the figure of 51,000 children visitors during the four weeks of Bill's Christmas parties on the air.

The schedule for 1935 called for

(Continued on page 53)

Reduced Wire Rate and Refund Asked by WCOA in Plea to FCC

First Formal Complaint Against AT&T Line Charges Objects to Payment for "Back Haul" Distance

IN THE FIRST formal complaint ever filed with the FCC against rates for wires used in broadcasting, WCOA, Pensacola, Fla., on Dec. 16 petitioned the FCC to compel the American Telephone & Telegraph Co. to reduce its rates on service to the station and to refund nearly $5,000 plus additional charges for the allegedly excessive wire costs. The complaint was filed on behalf of the station by former Senator C. C. Dill, now a practicing Washington attorney. WCOA is a CBS outlet and the complaint relates to the network lines, although it does not directly involve the network.

Explaining the petition, Senator Dill said it is for the purpose of compelling the A. T. & T. to charge WCOA rates for the actual distance said to be 46 miles, between Pensacola and Flomaton, Ala., which is the point where telephone lines from Pensacola join the main line from Mobile to New Orleans.

"The telephone company," said Senator Dill, "is charging the rate for the added distance of 62 miles from Flomaton to Mobile. The reason they give is that they have no repeater station for connecting the telephone line from Pensacola to the main line at Flomaton and therefore must use a line from Flomaton to Mobile where the nearest repeater station exists.

Requests Refund

"IT IS the contention of the Pensacola Broadcasting Co. (WCOA) that as a common carrier the A. T. & T. should establish the connection at Flomaton as a part of the service of wires used in broadcasting.

"The complaint asks for a refund of $4,366.16 for the payment of the $72 per mile rate for 62 miles from Nov. 4, 1934, to Oct. 27, 1935, until the Commission shall order discontinuance of the charge for the 'back haul' for 62 miles. The complaint also alleges the $2,000 per year connection charge should not apply after the first year any more than the charge for installation of a telephone should apply more than once."

Senator Dill explained that the petition also asks the FCC to require the A. T. & T. to furnish copies of all contracts for wire service for broadcasting to Pensacola. If it refuses to meet the demands of the complaint, he asserted, the FCC "must set the case for hearing before the Telephone Division."

The complaint, a document of seven legal pages, was submitted along with a copy of the WCOA contract with CBS, covering wire charges. It brings out that under the CBS contract with the Pensacola station, made Oct. 22, 1935, the station is required to pay wire charges of $711.67 per month or $8,540 a year to CBS for telephone lines furnished to CBS by the A. T. & T. While WCOA does not have a copy of the A. T. & T. contract with CBS, and while no copy is available at the FCC, the petition stated WCOA is informed and believes that it pays the same amount to CBS as A. T. & T. charges the network for use of the wire service.

"The file of charges for the use of telephone lines for carrying broadcasting programs," the petition states, "shows the rate for 'C' service to be $60 per mile and complainant is charged wire rates for 62 miles from Mobile to Flomaton and 46 miles from Flomaton to Pensacola, a total distance of 108 miles, totaling $6,480 per year. Complainant also is charged a connecting charge of $2,000 a year and a 'loop' charge of $60 per year or a grand total of $8,540 per year."

It was also brought out that from Nov. 4, 1934 to Oct. 27, 1935, under a contract which the station had with CBS, it paid wire charges for "a minus service" at a rate of $72 per mile for 108 miles and $2,000 as a connecting charge and $300 as a "loop" charge, for a total of $10,076 per year.

It was contended that these charges are unjust for a number of reasons. The salient contention was that the station is required to pay for the use of a wire from Mobile to Flomaton, a distance of 62 miles, in addition to the charges for the wire from Flomaton to Pensacola, a distance of 46 miles, when the charges should cover only the distance from Pensacola to Flomaton where the wiring connects directly with the main line of A. T. & T. from Montgomery to New Orleans. A. T. & T., the petition added, should be ordered and required to use that distance (46 miles) as a basis for a just and reasonable charge as a common carrier for the use of its wires in chain broadcasting to and from Pensacola.

Petitioner's Claims

THE PRAYER of the petition, bearing the signature of Geo. C. Willings, vice president of Pensacola Broadcasting Co., follows in full text:

1. That defendant be required to answer the charges contained herein.
2. That the American Telephone and Telegraph Co. be ordered to file a copy of all its contracts with CBS covering the wire charges from Mobile, Ala., to Pensacola, Fla., via Flomaton, Ala., as aforesaid effective Nov. 4th, 1934 and at all times since said date, and the American Telephone and Telegraph Co. be further ordered to file copies of any and all contracts between itself and any other organization covering the lease of wires for carrying broadcast programs to Pensacola, Fla. and particularly to this complainant.
3. That after due hearing and investigation an order be made commanding said defendant to cease and desist from charging this plaintiff unfair, unjust, and unreasonable or unduly preferential or discriminatory rates; and that the charges for the use of wires in chain broadcasting from and to Pensacola, Fla. by this defendant be based on the distance of 46 miles from Flomaton, Ala., to Pensacola, Fla.
4. That complainant be awarded damages for overcharges at the rate of $72 per mile for 62 miles of wire service charges from Nov. 4, 1934 to Oct. 27, 1935 in the sum of $4366.16 and at the rate of $60 per mile per year for 62 miles from Oct. 27, 1935 and for damages for so much of the "connection" charge of $2,000 as the Commission shall find to have been unjust, unreasonable and unfair, under the contract of Nov. 4, 1934, and for overcharges for the full amount of the "connection" charge at the rate of $2,000 per year from Oct. 27, 1935, under the contract dated Oct. 22, 1935, and that complainant be awarded such other and further damages as may be proved at the hearing of this cause.
5. That complainant be granted such other and further relief as the nature of the cause may require and as to this Honorable Commission may seem just and proper.

THERE IS A SANTA!
"Rep" Buys Time from Stations For Holiday Spot

OLD ST. NICK flew high, wide and handsome in radio during the Yuletide, but he really took possession (cash in advance) of the ether utilized by stations represented by Free & Sleininger Inc. and its sister organization, Free, Johns & Field Inc. Here's how it happened:

The day before Xmas, every station represented by the companies got a letter from Elmer H. Doe Adv. Agency, Louisville, through which their advertising is placed, enclosing an order for an announcement on Dec. 25, together with the copy and a real check for the time at the station's regular rates. Whether the reps took their usual 15% on the business could not be ascertained.

The spot announcement read: "To all the employes and friends of (station), Free & Sleininger send heartiest wishes of Yuletide cheer. As national representatives of your favorite station, we are happy to have helped bring you some of your entertainment during 1935. As sincere admirers of your station and your people, we wish you all the merriest of Christmases and the happiest of all New Years."

Clicquot to Switch

CLICQUOT CLUB Co., Millis, Mass. (ginger ale), on Jan. 12 will switch the program now heard on CBS Saturdays, 8-8:30 p. m., to the NBC-WEAF network. The last program on CBS will be heard Jan. 4, after only three broadcasts. Harry Reser and his orchestra will be continued but the time will be changed to 3-3:30 p. m. The number of stations is not known, NBC being unable to clear the entire WEAF network until Feb. 16. It is understood that Eastern WEAF stations will be used in the meantime. N. W. Ayer & Son Inc., New York, is the Clicquot agency.

Husing for Wildroot

WILDROOT Co., Buffalo, N. Y. (hair tonic) has abandoned its plan to sponsor Roger Baker and in his place Ted Husing will be raconteur, discussing his radio experiences. The time and starting date remain the same, Monday, Jan. 6, 7:15-7:30 p.m., the network being enlarged to 31 CBS stations. The program is scheduled for 13 weeks. Batten, Barton, Durstine & Osborn Inc., New York, placed the account.

Hollinshead to New York As Campbell-Ewald V-P

Mr. Hollinshead

M. A. HOLLINSHEAD, radio department head of Campbell - Ewald Co., of Detroit, on Dec. 20 was appointed vice president in charge of radio activities for Campbell - Ewald Co., of New York. As head of the Detroit radio department, Mr. Hollinshead has been responsible for some of the biggest programs on the air, including most of the General Motors shows.

Since all Campbell-Ewald network programs and the Chevrolet disc series are produced and delivered from New York the change was regarded as a natural step. No change in the policy of handling radio accounts is involved.

Louis Dean, who joined Campbell-Ewald of New York after several years with CBS and NBC, will continue in that office as department manager. He will report to Mr. Hollinshead instead of F. E. Richards, president of Campbell-Ewald Co. of New York. In Detroit, Bob Howard continues as radio account executive.

Standard Oil, California, Sets Large Radio Budget

STANDARD OIL Co. of California, San Francisco, will continue its extensive use of radio in 1936, with the radio budget estimated at $225,000, covering four programs. Oldest of the Standard broadcasts is the well-known *Standard Oil Symphony Hour*, long a model for this type of program. It was started Oct. 23, 1927 and is broadcast Thursdays, 8:15-9:15 (PST), the year round. The NBC hookup used for this West Coast series consists of KPO, KFI, KGW, KHQ, KOMO.

Another equally famous Standard program is the *Standard School Broadcast*, a music-enjoyment course affiliated with the *Symphony Hour*. It is broadcast Thursdays during the school year, 11-11:45 a. m. (PST), on KPO, KFI, KGW, KFSD, KOMO, KHQ. The Standard time announcements, started June 4, 1933, will be continued this year, using KHJ, KGB, KFRC, KPO, KGW, KHQ, KOMO, KTAR. They are broadcast at various times of the day. Newest of the Standard series is *Standard Oil Tells the West About the West*, with Major Merle A. Strange commenting on history of the West. It is broadcast on KSL, Salt Lake City, Mondays and Wednesdays.

BULLETIN

AS BROADCASTING went to press, James O'Shaughnessy, representing the National Independent Broadcasters Inc., reported that five more stations had been added at the eleventh hour to its groupings (reported in detail on Page 13). They are KGFJ, Los Angeles; WLBF, Kansas City, Kan.; WLAP, Lexington, Ky.; WDGY, Minneapolis; WIL, St. Louis. These additions will alter the regional and total rate structures, full rate data being available from NIB headquarters at 17 E. 42nd St., New York City.

You Know

YOUR MESSAGE IS REACHING THE MAXIMUM AUDIENCE BY PLACING YOUR ADVERTISING ON THE ONLY RADIO STATION IN THE "HEART OF AMERICA" BROADCASTING THESE TIME TESTED PROGRAMS.

"20,000 Years in Sing Sing"
Palmolive Beauty Box Theatre
The Magic Key
Your English
Pine Mountain Merrymakers
Roses and Drums
Bob Becker
Gabriel Heatter
Grand Hotel
Jack Benny
Robert L. Ripley
Olga Albani
Walter Winchell
Today's Children
Barbara King's Kitchen
Sam and Sonny
The Singing Lady
Little Orphan Annie
Dangerous Paradise
Fibber McGee and Molly
Odette Myrtle
Sinclair Greater Minstrels
Princess Pat Players
Armco Iron Master
Eno Crime Clues
Edgar A. Guest
Ben Bernie
Helen Hayes
Wendell Hall
Rendezvous
House of Glass
John Charles Thomas
Death Valley Days
Jimmy Fidler
Irene Rich
Bob Crosby
Kellogg College Prom
National Barn Dance
The Kansas Citians
Bert Burman
Verl Bratton
George Callahan
Ernest Pontius
Tulsa Ted
The WREN Barn Dance
The WREN Spotlight

Vernon H. (Bing) Smith,
General Manager.
Main Offices & Studios,
WREN Building,
Lawrence, Kansas.
Telephone - 110.

WREN

Chicago Branch Office,
Ray Linton,
360 N. Michigan Ave.
Telephone - State 9493.
Kansas City, Missouri,
Tom Flanagan,
Hotel Stats.
Telephone - Grand 5310.

Transmitter now located 18 miles west of Kansas City, to serve the greatest number of listeners in the Kansas City, Topeka and St. Joseph Markets.

Ethiopia Pickup—A Weird Experience

Native Beverages and Police Patrol Used to Inspire African Symphony for Broadcast to America

By JOSEF ISRAELS II

THOSE broadcasts from Ethiopia — how are they arranged and what does the "production man" have to contend with? In this article, Mr. Israels, correspondent for the "New York Times" and Pathe Newsreel in Addis Ababa, tells of his experiences in arranging programs for CBS. One of his presentations included a unique program of tribal music from the heart of primitive Africa. On Dec. 16 he was appointed publications counsel of the Ethiopian government in New York.

AN ETHIOPIAN broadcast is an experience no radio man accustomed to the luxuries and perfections of American studio technique should forego. The combination of makeshift technical arrangements, typical native inefficiency and the necessity of broadcasting blind to receivers some 9,000 miles away make the venture of Ethiopian broadcasting memorable, weird and amusing.

In the earlier days of the Italo-Ethiopian crisis, broadcasting from Ethiopia, even from comparatively metropolitan Addis Ababa, was widely considered as impossible because of technical and distance difficulties. But the enterprise of the American broadcasting systems won out and tests were made, reluctantly at first, with telephone transmission to London through the Imperial Ethiopian Government's radio center's equipment. This is efficient for telegraphy but was never intended for broadcasting use though its original Italian designers did provide a single, heavy unreliable carbon microphone for this remotest of contingencies.

But there is no speech input amplifier in Addis Ababa, nor in all Ethiopia for that matter—none of those delicate adjustments and microphone sensitivity considered so essential to American broadcasting practice. For one or two of the more important of the earlier broadcasts, including that of Emperor Haile Selassie, a dynamic microphone and amplifier were borrowed from the only sound movie apparatus in the country. By the time I had organized the Addis Ababa Philharmonic Symphony Orchestra for an evening of Ethiopian music, even that was gone from the country.

They Must Be Warm

CBS simply cabled "suggest musical interlude next"—simple as all that. But easier said than done. Ethiopian musicians, at least the better ones, are elusive for foreigners. An expert had to be consulted, an English speaking member of Addis Ababa's gayer younger set. He was charmed with the idea and would certainly undertake to assemble the required talent. He suggested an ensemble of 16—it would cost fifty thalers ($16) he said. But there were other requirements than money. Ethiopian musicians, he explained, are unaccustomed to face an audience, even a radio one, "cold". They would have to be warmed up for a couple of hours with liberal applications of the native brandy "tej". Good enough, I said, the tej should be provided. A further consultation with Ato David, highly educated native of northern Tigre and assistant of the Ethiopian Press Bureau, revealed that David would also gladly help—he would invite certain talented Tigrean friends (one Ethiopia's leading drummer) to participate. But these were amateurs, above the reach of money. Whiskey should be provided for them. It would be available.

The appointed evening arrived. The broadcast was scheduled for half an hour after midnight, 5 p. m. in New York. But by 7 o'clock the performers were arriving, interesting men and young girls with their weirdly antique native instruments under their arms. I invited them to my room for an application of tej. But they seemed unresponsive, apprehensive in such Europeanized surroundings. One of the monochord violin players cast jealous eyes out the door at a large tent pitched by a caravan preparing to fare toward the interior.

It was suggested that the girls and boys would be more comfortable there. So it was. Moved to the tent, they squatted on packing boxes and on the grass, tuned up their instruments, varied drinks of greek "koniak" and tej and soon were singing the interminable sagas of Ethiopian love and war and heroism that make up the native repertoire. A single candle lighted the scene. The night, so some fellow newspapermen said, seemed hideous with sound but the musicians were happy. I went to dinner.

Halfway through the meal my boy Yonah arrived in a high state of deep black excitement. "The police are here," he panted. "They are arresting the musicians." I rushed out. But too late. The damage was done. Ethiopians are supposed by law to be in their homes by sundown. A special permit is required to flout the curfew. The Balambaras, in charge of the town police, apprised of the noisy group on the hotel lawn, refused to believe they were employed by any "ferengi" (white man) and his men had expeditiously sent all my hard won musical talent bustling home with nightsticks thumping at their rears. Shouted pleas were unavailing. The musicians, thoroughly frighened by the majesty of the law, were not to be lured back to a possible jail term. By the time explanations could be imparted through interpreters to the elegantly attired Balambaras it was too late—my 16 musicians had dispersed to 16 parts of the city.

A flying visit to the home of Ato Lorenzo Taezas, chief aide to the Emperor, produced a card ordering the police to aid in reassembling the flown birds. In a few minutes a squad of cars filled with rifle bearing police were out scouring the city to bring back the truants as forcefully as they had sent them away. Meanwhile time was drawing late. I had counted on reaching the transmitting station at Akaki some six miles from town an hour or two early to allow for rehearsal and timing. But the minutes crawled by until 11 o'clock before the cars began flying back with the musicians one or two at a time, still scared but easily convinced by a personal apology from the Balambaras and a new application of strong spirits. By 11:15 the whole cavalcade of six cars full started for Akaki, bumping over deserted roads to frighten hyenas and owls from midnight repasts of refuse.

And the "Studio"

THE "poste d'emission" at Akaki is a magnificent place mechanically. It is kept jealously in shipshape repair by M. Hammar, Swedish director of Ethiopian communications. Its main transmitter radiates 3 kw. and is capable of reliably working any part of the world on continuous wave telegraphy. Telephone transmission is another story, although even the difficult African atmospherics permit reception most of the time at the CBS receivers in New York.

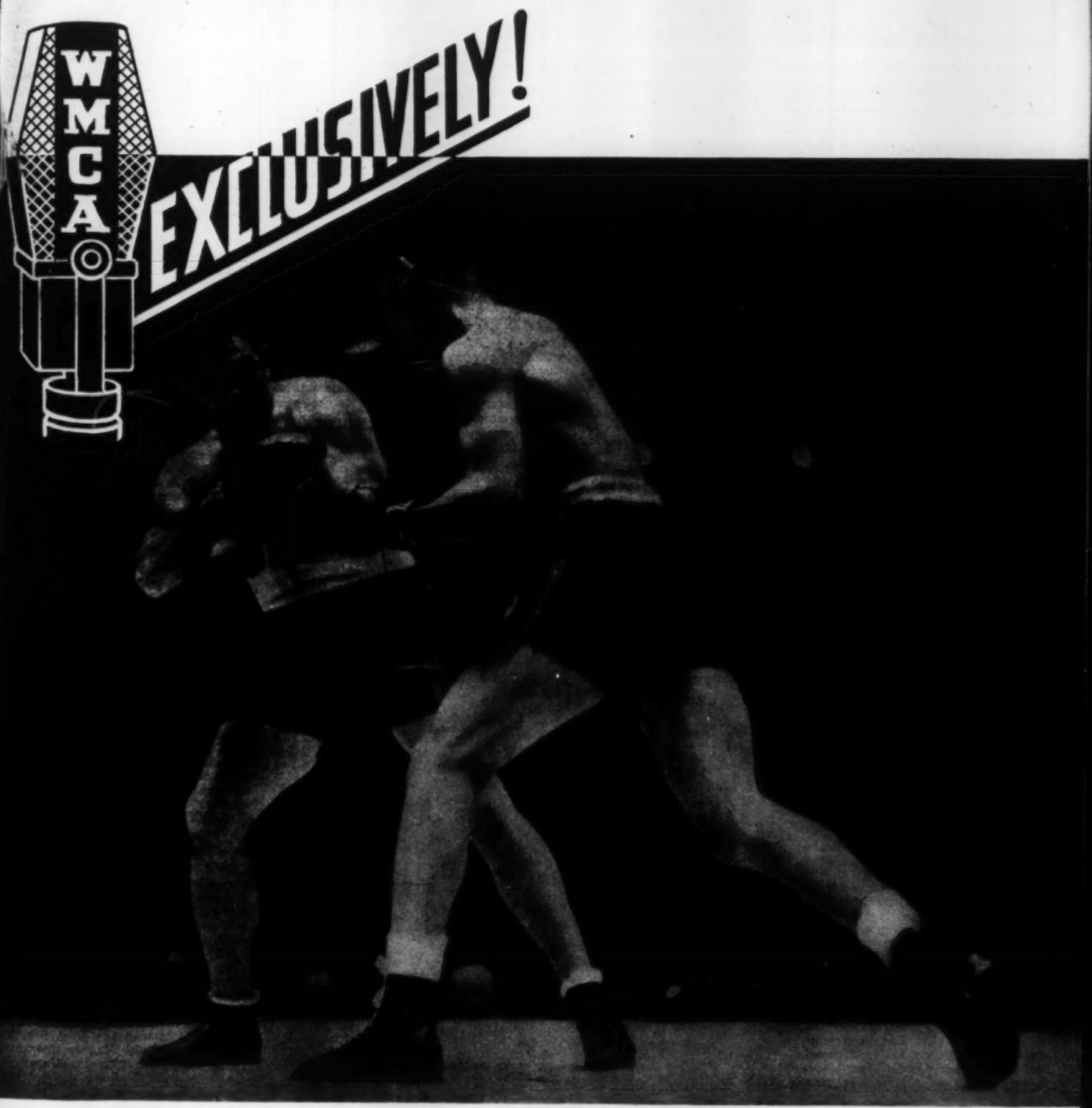
The "studio" is a little workshop adjoining the main transmitter room. Here the single ancient mike is suspended from a makeshift stand. That's all. No soundproofing, no control room, no signaling system, no method for monitoring or of knowing how the program was received till next day should bring a cable from London.

The two-hour rehearsal was run through in 20 minutes. Through various interpreters and with the aid of a long stick in the hands of Ato David the various performing units—violins (one stringed), guitars, harps, flutes (bamboo and emitting a single note) and drums—were placed in positions and timed to fit a 15-minute shot. Ten minutes before the allotted time the room was silenced as well as possible and I began a ten minute test, talking uncomfortably loudly into the mike to the vast amusement of the musicians. "Hello America, Addis Ababa calling America, calling Columbia Broadcasting System on 25 meters," I repeated over and over again. Ato David had to stifle native guffaws.

Then one minute before time a pregnant silence. Then the introduction and the show was on. Each number had to be rather forcibly suppressed when the time was up. Each stopped, disgruntled. Once started Ethiopian musicians like to go on for literally hours. Finally a brief cacophony by the flutes, blowing shrill in my ears as I contrived a "gain control" by turning the assaulted microphone away from the delighted flutists lest their blasts knock the meters

(*Continued on page 52*)

EMPEROR SELASSIE ON THE AIR — Josef Israels II, author of this article and the Ethiopian ruler's youngest son, on the occasion of the Nov. 6 broadcast to America, rebroadcast by CBS. Israels arranged and announced the program and read the English translation of the address, which was heard in the ancient native Amharic tongue.



INTERNATIONAL NEWS PHOTO

Again WMCA scores a clean scoop! The ONLY station with a "mike" at ringside—bringing sport fans a vivid, blow-by-blow broadcast of the JOE LOUIS—PAULINO UZCUDUN fracas thru the eyes of Clem McCarthy. Blackstone Cigars *sponsored*. B.B.D. & O. *placed*.

Merchandising Notes

Stamp Albums for Millions — Kraft and Bing Crosby — Heinz Cook Books — Kate Has Her Own Newspaper

MORE than a million dinosaur poster stamp albums have been distributed from Sinclair service stations by Sinclair Refining Co., sponsoring the *Sinclair Minstrels* on an NBC-WJZ network. The offer was announced Nov. 14 and children were required to go to a Sinclair station, accompanied by an adult. Within 48 hours the million albums were gone. Two million more are being rushed to completion and 48 million new poster stamps are being printed. NBC has issued a promotional broadside describing the offer as the most amazing response to a single offer in the history of broadcasting. Federal Adv. Agency, New York, is the agency.

* * *

THE Jack Armstrong American Amateur Baseball Team has just returned from Japan, where it clinched the world's amateur baseball championship by winning five out of eight games against the strongest amateur teams in that country. The team was composed of amateurs who were nominated by listeners to the *Jack Armstrong* CBS broadcasts sponsored by General Mills, which also sponsored the team's trip to Japan, in the interest of international fellowship, good sportsmanship, and Wheaties.

* * *

A SALES increase of over 100% during July and August as the result of their broadcasts over KMOX is reported by the Arthur R. Lindburg Co., St. Louis (Westinghouse refrigerators). Starting late in June, this company sponsored the daily broadcasts of *Jane Porter's Magic Kitchen*, a Sunday evening program *In the Spotlight*, and a number of time-signal spot announcements.

According to Lee Klein, of the Lindburg Co., sales increased over 100% during July, kept up to the new high during August, and did not slow down until mid-September. The campaign featured a small size refrigerator, of which Mr. Klein recently said: "The substantial increase in sales of this particular model is definitely the proof of the radio pudding."

At present the Lindburg Co. is sponsoring one broadcast a week of *Jane Porter's Magic Kitchen*, which incidentally, has been completely Westinghouse equipped, and still reports sales far above those for the same time last year.

* * *

GROCERS are giving away copies of the Chase & Sanborn Amateur News with each can of the coffee. It is the second edition of the tabloid publication of four pages, and is devoted to pictures of Major Bowes and his amateur talent. J. Walter Thompson Co., New York, is the agency.

* * *

NBC has issued a folder describing a new program *Hector in Hollywood* by Albert Barker and Gayle Gitterman. It is designed to appeal to all types of listeners.

IN COMMEMORATION of the 500th consecutive *Eno Crimes Clues* broadcasts the sponsors, J. C. Eno Ltd., through their U. S. agents Harold S. Ritchie & Co. will launch a prize-letter contest which will begin with the Jan. 7 broadcast and run 26 weeks.

A grand prize of $100 a month for life will be offered for the best letter submitted during the run of the contest and each week 14 money prizes will be given for the best letters written on the subject "Thanks to Eno". Four prizes of $25 and ten prizes of $10 will be given each week. The letters will be in the nature of success stories —how Eno has helped the user to retain his position or get a new job, or to regain his health, etc. No limit is to be placed on the number of words in the letters. The grand prize will be given to the winner as a paid-up annuity policy.

* * *

KTUL, Tulsa, is taking advantage of the great numbers of dime taxi cabs now in service by using tire covers for display advertising on behalf of the station. More than 50 individual taxis bear the signs, "Fine Entertainment — KTUL." Eighty-six busses of the Tulsa transportation system also bear outside display signs, "Listen, KTUL".

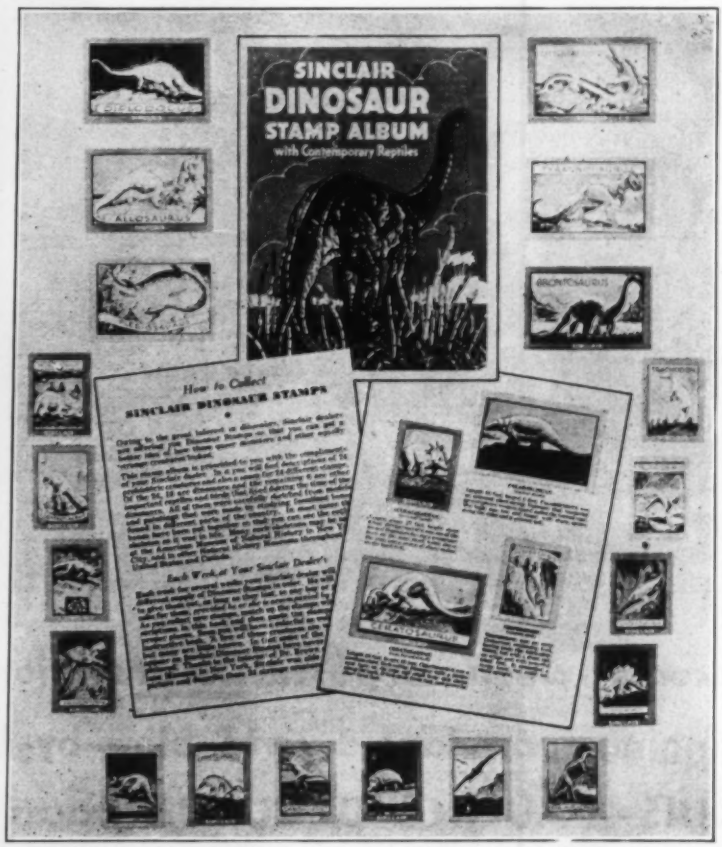
WHAS, Louisville, having conducted an amateur series in which eight leading merchants participated, later sold the series to Oertel Brewing Co., which capitalized on the popularity of the program. Contestants are judged solely by the audience in the National theatre, where the program follows the last stage show. Oertel Co. used a large newspaper advertisement and distributed reprints to the theatre audience along with printed voting cards. The contest was renewed in December by the sponsor. Talent for the show is submitted by theatres in nearby small towns where preliminary contests are run.

* * *

TO BRING attention to its commercial programs during the evening hours, WHIO, Dayton, is running a three-column advertisement in the *Dayton Daily News*, *Springfield* (O.) *News* and *Springfield Sun* each day with the time, program listing, and explanation of commercial programs to be presented that evening. The advertisement is headed "WHIO PRESENTS—".

* * *

WHEN Ray Perkins played the State Theatre in Cortland, near Syracuse, he went to Syracuse for a special broadcast over WFBL, taking with him a few of his amateurs. Robert G. Soule of the station's merchandising staff, invited druggists of Syracuse and environs to see the broadcast, mailing out invitation and tickets to each one. Feenamint displays tied in the broadcast with the product.



AN ALBUM OF SUCCESS — Sinclair Refining Co. didn't know the strength of its own program until it recently offered a million dinosaur postage stamp albums to listeners. This is what the stamps are like.

ALL KRAFT products that are now being delivered by Kraft-Phenix Cheese Corp., Chicago, carry a picture of Bing Crosby and the words, "On the Air—Thursday nights." All this is on the cover of each jar of Kraft Cheese. The new series, featuring Bing Crosby and Jimmy Dorsey's orchestra, will go on an NBC-WEAF network Jan. 2.

* * *

TO LISTENERS Great Atlantic & Pacific Tea Co., New York, is sending the *Kate Smith News*, an illustrated eight-page tabloid full of pictures of the artist and merchandising photos promoting A & P coffees. The program is presented thrice weekly on CBS at 7:30 p. m. Paris & Peart, New York, is the A & P agency.

* * *

H. J. HEINZ Co., Pittsburgh (57 varieties) offered the Heinz Book of Meat Cookery, a 100-page booklet, to listeners on its *Hostess Counsel* CBS programs for Western stations three times weekly. Maxon Inc., Detroit, is the Heinz agency.

* * *

PRITCHARD & CONSTANCE, (Amami cosmetics) has been offering sample jars of lotion over WBZ and WBZA, Boston-Springfield, with requests exceeding 300 in the first 24 hours although the program was broadcast at 7:30 a. m. The first four weeks produced 8,528 mail pieces from 15 states.

* * *

SIX frames, 4 x 6 feet, with photographs of local and CBS radio stars, are being exhibited at prominent points in the area of WBIG, Greensboro, N. C. One large frame, displayed near a woman's college, was soon divested of photographs, students "swiping" them for room decorations.

* * *

AT THE Kansas City auto show, KMBC paraded about the arena a miniature of the KMBC Newscaster Car. It contained a complete transmitter and antenna. The big Newscaster Car was stationed at the entrance to the arena, with a number of broadcasts being conducted from it.

Cream of Wheat Shifts

CREAM OF WHEAT Corp., Minneapolis (cereal), discontinued Alexander Woollcott and the *Town Crier* program on CBS Dec. 29, and switched to *Buck Rogers in the 25th Century* quarter-hour broadcast. The new series began Monday, Dec. 30, 6-6:15 p. m., with rebroadcast 7-7:15 p. m. Thirty-three CBS stations are being used for the program, broadcast Mondays, Wednesdays and Fridays. Kellogg Co. was the first firm to sponsor the *Buck Rogers* program, using the basic network. Cocomalt Co. succeeded Kellogg, using only part of the basic network. The program now goes to the Far West. J. Walter Thompson Co., New York, is the agency.

Beer Advertising Rules

HEARING on proposed rules affecting advertising of malt beverages will be held Jan. 7 by the Federal Alcohol Administration. The rules apply to radio advertising but would be imposed only on the malt beverage industry. False statements, disparaging of competitors, and limitations on statements of alcoholic content and curative effects are included.

✓ The sweep of the strings!
✓ The color of the reeds!
✓ The majesty of the brass!
✓ The boom of the timpani!
✓ The sonority of the voices!

You hear the round richness of them all!

—beautifully blended in the new *"plus"* recordings offered in the

ASSOCIATED RECORDED PROGRAM SERVICE

FINEST TALENT

Leading artists of radio and the "first-line" name bands . . . orchestras featured in such famous New York hotels as the Plaza and the St. Regis . . . in the Rainbow Room in Radio City and other fashionable night spots of Broadway and Park Avenue. All perfectly rehearsed bands under the batons of such well known leaders as Emil Coleman, the Dorsey Brothers, Isham Jones, Sam Lanin, Louis Katzman and others . . . Goldman's Band . . . and outstanding singers and choral groups.

plus FRESH, LASTING SELECTIONS

Famous operettas and classical compositions . . . chamber music . . . spirituals . . . standard dance tunes — all music of lasting popularity!

plus TOMORROW'S HITS

Tunes from pictures not yet released, with and without vocal refrains and all suitable for dancing.

plus FINEST RECORDING

Western Electric Wide-Range — Vertical cut (Hill and Dale) and recorded under license by Electrical Research Products, Inc.

plus VINYLITE

The material with the quieter surface.

Associated Recorded Program Service has them all. Wide diversification in program selections, and comprising an initial library of fifty hours of continuous playing time. This superior Library Service is now available to Broadcasters.

ASSOCIATED

Recorded PROGRAM SERVICE

produced by

ASSOCIATED MUSIC PUBLISHERS, INC. ◆ ◆ 25 W. 45 ST., NEW YORK CITY

Newspapers Continue Rush for Radio As 1935 Ends . . .

THE ONRUSH of newspaper applicants for new radio stations, mostly in the local category, or for authority to acquire existing stations, was one of the marked trends of 1935, with at least 50 such applications docketed or ready to be docketed for hearings before FCC examiners as the New Year began. The year ended with about 140 stations owned or controlled by or corporately affiliated with newspapers, the full list of which will be published exclusively in the forthcoming BROADCASTING Year Book.

Because many applications for stations that would become affiliated with newspapers, if granted, do not disclose the newspaper interests behind them, BROADCASTING publishes herewith a list of such applications as nearly complete as its research staff could make it. In many cases, it is known, applications by newspaper interests hide the newspaper identities behind names of individuals who are either publishers or stockholders in newspapers. Their applications do not always disclose their newspaper connections, which accounts for the publication in other trade journals of incomplete lists.

Newspapers represented either directly or indirectly through their publishers or representatives in applications pending before the FCC Broadcast Division as 1935 ended were as follows:

Joliet (Ill.) Printing Co., publishing Joliet Herald-News—Seeks 100 w. N and 250 w. LS on 1500 kc.

Democrat-News Co., Lewiston, Mont., publishing Lewiston Democrat-News—Seeks 100 w. N and 250 w. D on 1200 kc.

M. H. White, Winona, Minn., business manager of Winona Republican-Herald—Seeks 100 w. U on 1200 kc.

M. M. Oppegard, publisher of Grand Forks (N.D.) Herald—Seeks 100 w. N and 250 w. D on 1310 kc.

Harry J. Grant, publisher of Milwaukee Journal—Seeks 1,000 w. U on 1010 kc.

Star-Chronicle Publishing Co., St. Louis, Mo., publishing St. Louis Star-Times—Seeks 1,000 w. U on 1250 kc.

Waterloo (Ia.) Times-Tribune Publishing Co.—Seeks 1,000 w. U on 1550 kc.

St. Cloud (Minn.) Times Publishing Co.—Seeks 100 w. U on 1420 kc.

Richmond (Va.) Times-Dispatch Publishing Co.—Seeks 100 w. U on 1500 kc.

Olean (N. Y.) Times-Herald Corp., partly owned by Gannett Newspapers—Seeks authority to acquire 123 out of 367½ shares of stock in WHDL, Olean.

Wichita Falls (Tex.) Times Publishing Co., publishing Wichita Daily Times & Record-News—Seeks 100 w. U on 1420 kc.

Rockford Consolidated Newspapers Inc., publishing Rockford (Ill.) Star & Register-Gazette— Seeks authority to acquire 51% of stock in WROK, Rockford.

Mason City (Ia.) Globe-Gazette Co.—Seeks 100 w. U on 1210 kc.

Bismarck (N.D.) Tribune Co.—Seeks 1,000 w. N and 5,000 w. LS on 550 kc. (Facilities of KFYR, Bismarck).

Reporter Broadcasting Co., Abilene, Tex., chiefly owned by publishers of Abilene Reporter—Seeks 100 w. U on 1420 kc. (Favorable examiner's report).

Athens (Ga.) Times Inc.—Seeks 500 w. U on 1450 kc. (Facilities of WTFI, Athens).

Merced Star Publishing Co. Inc., publisher of Merced (Cal.) Star—Seeks 250 w. D on 1040 kc.

San Diego (Cal.) Union-Tribune Publishing Co.—Seeks 100 w. N and 250 w. D on 1420 kc.

Pittsburg (Kan.) Publishing Co., publishing Pittsburg Sun & Headlight—Seeks 100 w. U on 1500 kc.

Memphis Commercial Appeal—Seeks 5,000 w. D and 1,000 w. N on 630 kc. (Now operates WMC; seeking second station).

Nebraska Broadcasting Co., Omaha, chiefly owned by publishers of Omaha World-Herald—Seeks voluntary transfers to itself of ownership of WAAW, Omaha, and KMMJ, Clay Center, Neb.

Continental Radio Co., New York, subsidiary of Scripps-Howard Newspapers, publishers of Toledo News-Bee—Seeks 100 w. N and 250 w. D on 1210 kc. in Toledo.

Continental Radio Co., New York, subsidiary of Scripps-Howard Newspapers, publishers of Columbus (O.) Citizen—Seeks 100 w. U on 1310 kc. in Columbus.

St. Paul (Minn.) Daily News Corp., subsidiary of St. Paul Dispatch and Pioneer Press, part owners of WTCN, Minneapolis—Seeks 100 w. U on 1370 kc.

Albany (N.Y.) News Co., publishing Albany News and Knickerbocker Press—Seeks 100 w. D on 1210 kc. in Schnectady, N. Y.

Amon G. Carter, publisher of Fort Worth Star-Telegram—Seeks authorization to purchase KGKO, Wichita Falls, and move it into Fort Worth. (Set for hearing).

Bellingham (Wash.) Publishing Co., publishing Bellingham Herald—Seeks 100 w. U on 1420 kc.

Big Springs (Tex.) Herald Broadcasting Co.—Seeks 100 w. U on 1500 kc.

Champaign (Ill.) News-Gazette Inc.—Seeks 100 w. U on 1370 kc.

E. L. Clifford, Pottsville, Pa., treasurer of J. H. Zerbey Newspapers Inc., publishing Pottsville Republican—Seeks 250 w. D on 580 kc.

Luther E. Gibson, publisher of Vallejo (Cal.) Times-Herald—Seeks 250 w. D on 1320 kc.

North Texas Publishing Co., Paris, Tex., majority stockholders in which publish Paris News—Seeks 100 w. D on 1500 kc.

Ventura (Cal.) County Star—Seeks 250 w. D on 1170 kc.

J. David Stern, New York, publisher of New York Post, Philadelphia Record, Camden Courier and Camden Post—Seeks 500 w. D on 810 kc.

Brooklyn (N.Y.) Daily Eagle Broadcasting Co.—Seeks 500 w. U on 1400 kc. (Favorable examiner's report for part time).

St. Joseph (Mo.) News Broadcasting Co.—Seeks 100 w. U on 1310 kc.

Springfield (Mo.) Newspapers Inc., publishers of Springfield News and Leader & Press—Seeks 1,000 w. D on 790 kc.

Gulf Coast Broadcasting Co., one of whose stockholders is connected with Corpus Christi (Tex.) Caller-Times Publishing Co.—Seeks 250 w. N and 500 w. D on 1330 kc.

Bell Broadcasting Co., affiliated with Bell Publishing Co., publisher of Belton (Tex.) Journal—Seeks 100 w. D on 1370 kc.

Bell Broadcasting Co., affiliated with Temple (Tex.) Daily Telegram—Seeks 100 w. D on 1370 kc. (Favorable Examiner's report).

Marysville-Yuba City Publishers, Inc., publisher of Marysville (Cal.) Appeal-Democrat—Seeks 250 w. U on 1140 kc.

Santa Rosa (Cal.) Press-Democrat—Seeks 250 w. D on 1310 kc.

Robert E. Cole, doing business as Washington (Pa.) Broadcasting Co. and backed by John L. Stewart, publisher of Washington Observer & Reporter—Seeks 250 w. D on 1350 kc. (Unfavorable examiner's report).

Peninsula Newspapers Inc., publishers of Palo Alto Times and Review, Peninsula Beacon, Redwood City Tribune, Sunnyvale Standard, etc.—Seeks 250 w. D on 1160 kc. at Palo Alto, Cal.

Springfield (O.) Newspapers, Inc., publishers of Springfield News and Sun; same ownership as Dayton Daily News and Miami Daily News—Seeks 250 w. D on 1120 kc.

Marshall News Messenger Pub. Co., Marshall Tex.—Seeks 1500 kc. 100 w. U. (Application returned by FCC.)

Great Falls (Mont.) Tribune—seeks 550 kc. 1 kw. 5 kw. D U, facilities KFYR.

Albert Lea (Minn.) Broadcasting Corp., headed by Mayor E. L. Hazek of Albert Lea, who is president of Trades Publishing Co., publishing Albert Lea Community Magazine—Seeks 100 w. U on 1200 kc.

W. P. Stuart, Prescott, Ariz., editor of *Prescott Courier* (weekly)—Seeks 100 w U on 1500 kc. (Facilities of KPJM).

Bay County Publishers Inc., Panama City, Fla., publishing *Panama City Pilot* (weekly) — Asks 1420 kc 100 w U.

Metropolis Co., Jacksonville, Fla., publishing *Florida Times-Union* and *Journal*—Asks 1200 kc 100 w U.

In addition, the Tulare-King Counties Radio Associates has been formed in California, with Charles A. Whitmore, publisher of the *Visalia* (Cal.) *Times-Delta* as president, to file applications for new stations for the *Tulare Advance-Register*, *Porterville Recorder* and *Hanford Journal & Sentinel*, all small California dailies.

TRAFFIC VIOLATORS — In Dallas find themselves on the air if they happen to face the Dallas corporation court on Tuesdays and Thursdays, with KRLD broadcasting the proceedings. Here are Judge King Williamson and Prosecutor Frank C. O'Brien with a defendant.

Canada Complains Of Interference by Station in Mexico

XERA Said to Ruin Reception Of CRCT, Located in Toronto

By JAMES MONTAGNES

THE Canadian Radio Commission has applied to the Department of State, which in turn is applying to the British Foreign Office, to make a complaint that XERA with studios in Texas and station across the border in Mexico is causing interference with CRCT, Toronto outlet of the Commission. Since XERA came on the 840 kc. band allotted to Canada and operates with 50,000 or 100,000 watts as against CRCT's 5,000 watts, reception of the Toronto station even in the city has been none too good, while outside the immediate range of the transmitter, the interference is very noticeable.

Because Mexico is not a party to the international radio wave-length agreements, Commissioner W. A. Steel, states that little can be done to rectify the matter. In addition, he explained, Canada has no direct diplomatic relations with Mexico, forcing the complaint to be made through the British ambassador to Mexico, a round-about way which will not help to speed up the matter.

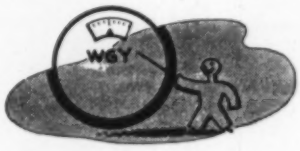
* * *

COMDR. C. P. EDWARDS, in charge of radio for the Dominion in the present department of marine, which looks after the licensing of all radio stations in Canada, is expected to retain that post when the change is made with the formation of a new Department of Communications embracing all the transportation and communication departments into one body, under the present Minister of Railways, Canals and Marine, (three separate departments), C. D. Howe, American-born grain elevator builder. Comdr. Edwards may have greater jurisdiction after the amalgamation of the departments, over the radio commission, depending on legislation to be brought into force after the next public hearing on broadcasting.

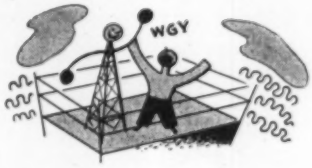
* * *

CLOSE censorship of political speeches is understood to have been asked by Premier Taschereau of Quebec, following alleged defamatory statements against his government over Quebec radio stations. The Canadian government, however, refused at this time to be put into a position of muzzling free speech, causing a slight political rift between the two liberal governments. Quebec has always wanted to run its own radio show, but lost control of all radio matters after a ruling of the Privy Council of London, England, when radio was considered a national and not a provincial service.

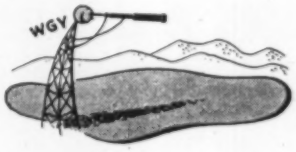
The Radio Commission has acted on the Taschereau complaints by notifying all Quebec stations that they would be held strictly accountable for any defamatory statements which they permitted to be broadcast, placing their licenses in jeopardy as possibly having broken a ruling of the commission's against speeches of a defamatory, libellous, obscene or treasonable character.



WGY has a cleared channel, and is in the center of the dial.



WGY is one of the few 50,000 watt stations in the country without major station competition.



There are no full time stations over 1,000 watts power within the primary potential circulation airea of the WGY transmitter.

It is particularly interesting to advertisers that WGY covers not only Schenectady, but the markets of Albany, Troy, Pittsfield, Utica, Binghamton and others as well.

That WGY is used by the State of Vermont for its election campaigns, is also a particularly impressive fact.

In the rich farm aireas within a rural population of 1,636,000, WGY is a daily habit.

WGY

50,000 WATTS

SCHENECTADY

WGY is one of NBC's managed and operated stations. Others are **WEAF, WJZ,** New York • **WBZ-WBZA,** Boston and Springfield, Mass. • **WRC, WMAL,** Washington, D. C. • **KDKA,** Pittsburgh **WTAM,** Cleveland • **WMAQ, WENR,** Chicago • **KOA,** Denver • **KGO, KPO,** San Francisco.

Joint Committee to Lay Plans For Educational Cooperation

Committee of 40 to Be Called for an Early Meeting; Dr. Studebaker Directs Preliminary Work

Dr. Studebaker

FORMATION of the Federal Radio Education Committee, comprising 40 representatives of broadcasting, educational, religious, welfare and other groups interested in fostering cooperative program arrangements between educators and broadcasters, was formally announced Dec. 18 by the FCC Broadcast Division.

The cooperative committee, membership of which is said to be fully representative of all groups interested in its work, was named by the Broadcast Division. Dr. John W. Studebaker, U. S. Commissioner of Education, had been named chairman of the Committee last May 15, following a general conference, held pursuant to the FCC report to Congress on the question of educational use of radio facilities.

The first meeting of the new committee, the FCC announced, probably will be called by Chairman Studebaker during the middle or latter part of January. Actions of the Committee will be subject to supervision of the FCC Broadcast Division.

The FCC announcement brought out that a budget for the expenses of the committee had been pledged, half by the National Advisory Council on Radio in Education, and half by the NAB on behalf broadcasting stations. This fund, it is understood, totals $27,000. Preliminary organization work for the Committee has been conducted by Chairman Studebaker with the aid of representatives of the educational organizations, FCC and the NAB.

Committee Personnel

MEMBERS of the Committee, in addition to Chairman Studebaker, are:

Waldo Abbott, University of Michigan; Merlin H. Aylesworth, president, NBC; James W. Baldwin, managing director, NAB; Edgar Bill, WMBD, Peoria; Dr. S. Parks Cadman, Federal Council of Churches of Christ in America; Dr. Morse A. Cartwright, director, American Association for Adult Education; Dr. W. W. Charters, director, Bureau of Educational Research, Ohio State University; Dr. Harry W. Chase, chancellor, New York University; Gardner Cowles Jr., Iowa Broadcasting Co.; Lester E. Cox, KWTO, Springfield, Mo.; Edwin Craig, WSM, Nashville; Dr. A. G. Crane, president, University of Wyoming; Dr. Walter Damrosch, NBC; Milton S. Eisenhower, Department of Agriculture; John Elmer, WCBM, Baltimore; O. D. Fisher, KOMO, Seattle; Leo J. Fitzpatrick, president, NAB; Willard Givens, secretary, National Educational Association; Tom C. Gooch, KRLD, Dallas; William Green, president, American Federation of Labor; Mrs. Rose Jacobs, president, Hadassah Womens Zionist Organization; Father Geo. W. Johnson, Catholic University; Dr. C. B. Jolliffe, RCA; Lambdin Kay, WSB, Atlanta; John F. Killeen, FCC; Dr. Cline M. Koon, Officer of Education, Department of Interior; Mrs. B. F. Langworthy, president, National Congress of Parents and Teachers; Miss Luella S. Laudin, Womens National Radio Committee; H. B. McCarty, president, National Association of Educational Broadcasters, University of Wisconsin; A. J. McCosker, president, WOR, Newark; Mrs. Harold V. Milligan, president, Womens National Radio Committee; Dr. Robert A. Millikan, president, California Institute of Technology; William S. Paley, president, CBS; A. D. Ring, FCC; John Shepard 3d, president, Shepard Broadcasting Co.; Dr. Levering Tyson, director, National Advisory Council on Radio in Education; Miss Judith C. Waller, Mid-West Educational Director, NBC; Frederick A. Willis, CBS; Geo. F. Zook, president, American Council on Education.

The text of the FCC announcement follows:

The Commission, Broadcast Division, desires to announce that in compliance with the statements made by the Commission in its Report to Congress pursuant to Section 307 (c) of the Communications Act of 1934, a committee to be known as the Federal Radio Education Committee has been organized. Dr. John W. Studebaker, United States Commissioner of Education has accepted the chairmanship of the committee.

Invitations for membership on the committee were sent to eminent persons in the fields of education and broadcasting. The letter extending invitations is quoted as follows:

"Section 307 (c) of the Communications Act of 1934 provides as follows: 'The Commission shall study the proposal that Congress by statute allocate fixed percentages of radio broadcasting facilities to particular types or kinds of non-profit radio programs, or to persons identified with particular types or kinds of non-profit activities, and shall report to Congress, not later than Feb. 1, 1935 its recommendations together with the reasons for the same.'

"As a means of carrying out the wishes of Congress the Broadcast Division, by direction of the Commission, held public hearings from Oct. 1-20 and from Nov. 7-12, 1934. A total of 1535 notices of the hearing were sent to all parties of record at the Commission and wide publicity was given the matter so that anyone interested might be informed of the hearing. A total of 135 witnesses appeared and 14,000 pages of testimony were presented for the Commission's consideration in addition to several thousand pages of exhibits.

"As a result of these hearings, the Commission on Jan. 22, 1935 submitted to the Congress a report which contained the following recommendation: 'The FCC respectfully recommends that at this time no fixed percentages of radio broadcast facilities be allocated by statute to particular types or kinds of non-profit radio programs or to persons identified with particular types or kinds of non-profit activities.'

"And assigned the following reasons: 'There is no need for a change in the existing law to accomplish the helpful purposes of the proposal.

" 'Flexibility in the provisions of the law is essential to regulation if growth and development in the art of broadcasting is to be encouraged and regulated for the best interest of the public as a whole.

" 'There are insufficient broadcast facilities available in the present development of the art to provide for specialized broadcast service consistent with a fair and equitable distribution of facilities and services throughout the country.

" 'No feasible plan for a definite allocation of broadcast facilities to non-profit organizations has been presented.

" 'The hearings developed no evidence of a real demand on the part of the great body of non-profit organizations or on the part of the general public for the proposed allocation of definite percentages of broadcast facilities to particular types or kinds of non-profit activities.

" 'It would appear that the interests of the non-profit organizations may be better served by the use of the existing facilities, thus giving them access to costly and efficient equipment and to established audiences, than by the establishment of new stations for their peculiar needs. In order for non-profit organizations to obtain the maximum service possible, cooperation in good faith by the broadcasters is required. Such cooperation should, therefore, be under the direction and supervision of the Commission.'

"A copy of the report to Congress is enclosed.

Report to Congress

"IN ITS REPORT to the Congress the Commission proposed to hold an educational conference at which time plans for mutual cooperation between broadcasters and educational organizations could be made. That conference was held on May 15, 1935. It is the sincere belief of the Commission that the hearings, conferences, and constructive thought and experience given to this subject have produced a situation whereby within the present broadcast structure the educators on the one hand, and the broadcasters on the other can combine forces which will: 1. Eliminate controversy and misunderstanding between groups of educators and between the industry and educators; 2. promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases.

"The Broadcast Division of the Commission is setting up a committee to carry on this work and Dr. John W. Studebaker, United States Commissioner of Education, has accepted the Chairmanship of the Committee. We desire that you accept membership on this Committee.

"A sufficient budget for expenses of the committee has been pledged, half of it by the National Advisory Council on Radio in Education on behalf of educational interests and half by the NAB on behalf of broadcast stations. It is expected that a small planning committee will be organized for the purpose of collecting and correlating data on which the main committee may base its deliberations, thus reducing to a minimum the amount of time the full committee will have to give, consistent with a fair and impartial consideration of the subject. This small committee may also undertake certain definite projects in keeping with the general purposes of the committee.

"The Commission is too familiar with the whole scope of educational broadcasting, its limitations and its possibilities, to expect any panacea, but we do believe that coordination and cooperation at this time will give results to the end that radio broadcasting can be further utilized as an effective medium for education.

"We sincerely hope that you will accept membership on this committee."

Agenda are being prepared for the first meeting which will be called by Chairman Studebaker. It is expected this meeting will be called during the middle or latter part of January. Any member of the committee desiring a copy of the report to Congress as mentioned in the letter above, may obtain same by addressing a request to the Communications Commission.

The Prisoners' Song

CONVICTS at the Joliet Penitentiary in Illinois, conducting their own amateur hour on Monday and Wednesday nights, have voted *The Prisoners' Song* as the signature theme of their prison band. The show is carried by remote control over WCLS, Joliet. The warden regards it as diversion for his charges, and believes that the talent discovered may be better fitted for resuming their places in society.

U. S. Office of Education Plans Radio Workshop Staffed by Relief Groups

AN EDUCATIONAL radio project, entailing an expenditure of approximately $75,000 for the establishment in or near Washington of an "educational radio workshop staffed by talented workers from such relief groups as the CCC Camps and the WPA professional projects," was announced Dec. 23 by Dr. John W. Studebaker, Commissioner of Education.

The undertaking, he said, will be one of five projects for the advancement of education in the United States financed through emergency relief funds to give employment to more than 3,400, unemployed "white collar" workers.

The project, he declared, will provide one of the first major attempts to develop the potentialities which radio holds for education. It has been approved, along with the others, by President Roosevelt, the Bureau of the Budget and the Comptroller General. It will employ 70 to 80 workers, mostly writers, actors and musicians recruited according to their talent. Tentative plans call for establishing studios in one of the American University buildings in downtown Washington.

"This workshop," said the announcement, "will prepare and present educational radio programs, such as vocational guidance programs. Mr. William Dow Boutwell, editor of the Office of Education, and for the last year and a half director of the regular *Education in the News* coast-to-coast broadcast, has been appointed director of the emergency educational radio project."

The networks, it was said, have given assurance they will carry the programs if they are sufficiently interesting. It is also planned to produce some transcriptions.

Columbia U. Buys Time

THE Home Study Bureau of Columbia University will sponsor a short story writing course over WOR, Newark, beginning Jan. 11, Saturdays, 5:15-5:30 p. m. for 13 weeks, the first time a home study division of a university has purchased radio time for this type of course. The program will be titled *Columbia Short Story Seminar*, and will be conducted by Dr. Hodnett of the home study bureau. Prominent writers and editors will appear on the program as guest speakers. It was the intention of the sponsors to invite listeners to send in short story manuscripts for criticism, but this plan has been abandoned, it is understood, the bureau fearing it would be snowed under with requests for criticism.

..."HOW BIG IS MY TOTAL KNX AUDIENCE?"

When you 'measure' RELATIVE audiences in Los Angeles 'City' with a telephone survey, Remember the KNX figure represents but 1/5 of its Total Nighttime and 2/5 of its Total Daytime Audience.

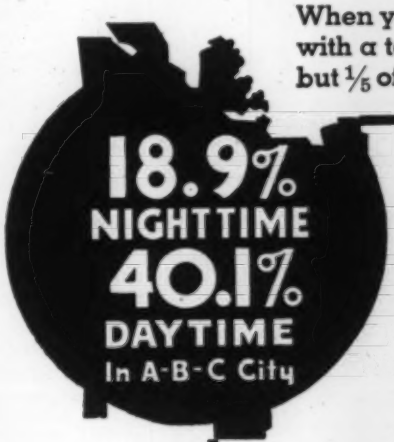


Figure Your **TOTAL** KNX Audience
FROM THESE AUTHENTIC MAIL PATTERNS

AREA	★DAYTIME Mail Pattern	★NIGHTTIME Mail Pattern
Los Angeles 10 mile 'city'	40.1	18.9
County Area—Outside 'city'	27.6	10.9
Total Los Angeles County	67.7	29.8
San Diego County	5.5	1.9
San Bernardino County	2.6	1.0
Orange County	3.7	1.4
Kern County	2.9	.7
Riverside County	4.1	1.1
Santa Barbara County	1.5	.7
Ventura County	2.9	1.4
Imperial County	0.1	.3
San Luis Obispo County	0.6	.6
Inyo County	0.1	.1
Total Southern California	91.7	39.0
Fresno County	1.2	1.2
Kings County	0.4	.2
Tulare County	1.8	1.2
Other Counties	1.2	14.0
Total Northern California	4.7	16.6
Total California	96.3	55.6
Washington	0.7	11.2
Oregon	1.3	12.2
Colorado	0.1	1.4
Montana	0.3	3.5
Utah	0.1	1.9
Idaho	0.6	6.5
Arizona	0.1	2.0
New Mexico	....	.7
Wyoming	....	.9
Nevada	0.3	2.0
Total 11 Western States	99.8	97.9
Total Other States	0.1	.7
Total Foreign	0.1	1.4
TOTAL MAIL RECEIVED	100.0	100.0

★KNX Daytime and Nighttime mail patterns were secured by breaking down geographically 27,451 letters addressed to KNX in response to commercial programs on the air between 7 A.M. and 5 P.M.—(Daytime) and 7 P.M. to 10 P.M.—(Nighttime) during two weeks of November, 1935. They show accurately the percent of mail received from each marketing area as compared with that received from the A-B-C 'city.'

... **50,000** Watts — Cleared Channel
... **TOP** Mail Puller on the Coast
... **FIRST** in Showmanship Rating
... **MORE** national 'spot' business
... **LOWEST** cost for direct results
... The VOICE OF HOLLYWOOD

JOHN BLAIR & Co.
National
Representatives

THANKS
to the many
Advertisers
and
Advertising Agencies
who helped make
1935
an
outstanding success
for WMEX.
It is our hope
that 1936
will be a year of
continued success
for all of us.

WMEX
Member of Inter-City Group
1500 kc — 250 w L.S. — 100 w N.
HOTEL MANGER — BOSTON
In America's Fourth Market
Tel. CAPitol 7560—Teletype Bos. 157

Progress Is Shown In Child Programs

Research Group Also Observes Aids to Farmer in Radio

RADIO programs for children are showing improvement, according to the radio committee of the Child Study Association of America in a survey published by the Radio Institute of the Audible Arts, established by Philco Radio & Television Corp. The report, prepared under the direction of Mrs. Sidonie Matsner Gruenberg, director of the Child Study Association, shows "distinct evidence of efforts to improve the radio's offerings along the lines demanded by an increasingly informed public."

Among the recommended children's programs which the committee felt met its suggested standards of emotional emphasis, good taste, truthfulness, attitudes and sentiment, language and quality, and advertising, were the following: *Singing Lady, Billy & Betty, Bobby Benson & Sunny Jim, Buck Rogers in the Twenty-Fifth Century, Popeye the Sailor, Let's Pretend, Girl Scouts,* and *Junior Radio Journal.*

Among the adult programs of interest to children, the following are listed: *Alexander Woollcott, Hendrik Willem Van Loon, Roses & Drums, Dream Drama, Vanished Voices, Albert Payson Terhune's Dog Dramas, Little Known Facts About Well-Known People, Echoes of New York Town,* and news and sports commentators; while special interests are represented by such programs as *Animal Close-ups, Chats About Dogs,* and *Bird Talk.*

The listing, which is intended as a guide to parents in directing the radio listening of their children to worthwhile features on the air, is confined to programs suitable for children up to 13 years of age, since the committee feels that past this age young people are practically adult in their radio interests. In addition to these programs specifically recommended, the attention of parents is directed to the "rich supply of material made available by the radio for the appreciative study of music, etc."

The committee emphasized the fact that some programs not included may be unobjectionable for certain children and some listed may be unsuitable for others. The major consideration, it concluded, must be the individual child's age and his special needs and interests.

Benefits to Farmers

IN ANOTHER report, the Institute found that radio is breaking down the former isolation of rural folk. The report was based on a symposium of agricultural authorities, and among benefits of radio to farmers, the symposium found:

"That radio holds special values for those on farms and in rural communities is indicated by opinions that radio strengthens rural family life and preserves the entity of community life; is a major force in breaking down rural isolation; furthers scientific developments in farming by offering the farmer valuable technical information; possesses definite and immediate monetary value in safeguarding crops by daily market quotations and weather reports; aids the rural teacher by bringing into the classroom radio addresses by outstanding authorities; and stimulates interest of rural children in study of musical instruments heard over radio."

JOHN WANAMAKER'S big New York department store is using five hours a week of sponsored time over W2XR, New York high fidelity station on 1550 kc.

THROUGH its local superintendent, Western Union bought 21 spot announcements for its holiday greeting service over WSB, Atlanta.

WXYZ Blue-bookers

WXYZ, Detroit, is presenting two Detroit socialites, Ann Walker and Virginia Graves, both post-debs. Miss Graves has been featured for some time on three weekly programs. She is a soprano. Miss Walker was signed early last month. She sings in low register, having a twice weekly feature. Last spring she rejected radio offers because of parental objection, which now have been lifted.

Brooklyn Deletions Explained by FCC

IN ONE of the longest decisions it has ever issued in a broadcasting case, the FCC Broadcast Division announced Dec. 17 that it had ordered the deletion of three stations in the so-called Brooklyn case because the stations were operated "in a negligent, slipshod and unbusinesslike manner". The stations ordered deleted are WARD, WVFW and WLTH. Along with WBBC, Brooklyn, they shared time on a four-way split on the 1400 kc. regional channel.

In its statement of facts and grounds for decision the FCC recited the reasons why it had decided to award the 1400 kc. assignment in Brooklyn, one-half to WBBC and one-half to the *Brooklyn Daily Eagle,* a new station applicant. The case has been one of the bitterest every fought before the FCC or its predecessor agency —the Radio Commission.

The decision, ordering deletion of the stations, was to have become effective Dec. 23. At a full FCC meeting on Dec. 18, however, it was decided to stay the effect of the decision for one month, until Jan. 22, to permit members of the FCC to digest it fully. An appeal to the courts has been indicated.

Basis of Decision

IN ITS conclusions, the Broadcast Division said:

"It further appears from this record in spite of much contradictory evidence, that the licensees of Stations WARD, WLTH and WVFW are far more interested in the financial return they get out of the station, than they are in rendering a good service to the listening public. This is evidenced, in part, from the practice indulged in by two of the stations of selling time and giving complete control over the programs to the person to whom the time is sold. In the case of the Paramount Broadcasting Corp., as has hereinbefore been pointed out, the licensee apparently turned over complete control of the station to its manager who, for all practical purposes, was really the licensee."

Foreign programs broadcast over the stations were stressed in the decision. In the case of WLTH, the decision said that the foreign programs of that station were, for the most part, not designed to educate or to assist its large foreign populace to become better citizens, or to familiarize them with American principles or ideals, "but were primarily advertising programs stressing the sale of merchandise."

Purported discrepancies in the estimated and actually assessed values of the three stations ordered deleted were analyzed in the decision. The financial conditions of the stations were questioned.

Already before the FCC is a petition for reconsideration of the decision filed by WVFW. Others were indicated in behalf of WLTH and WARD.

KSD
IN ST. LOUIS
The Watchful Eye
Every program offered for broadcast over KSD is carefully scrutinized by the station's Censor, whose sole occupation is the protection of listeners against fraud or deception.
This discriminating guardianship has developed an enviable listener interest and confidence for
THE DISTINGUISHED BROADCASTING STATION IN ST. LOUIS
Station KSD---St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
Free & Sleininger, Inc., National Advertising Representatives
New York Chicago Detroit San Francisco Los Angeles

Radio Station WFLA-WSUN
STUDIOS TAMPA • • CLEARWATER • ST. PETERSBURG
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

proof that KGNC CO-OPERATION built SALES for Samuel Gale

General Mills Inc.
CHAMBER OF COMMERCE BUILDING
MINNEAPOLIS, MINNESOTA, U.S.A.

Dec. 17, 1935

Mr. O. L. Taylor, Manager,
Radio Station KGNC,
Amarillo, Texas

Dear Mr. Taylor:

The writer feels compelled to drop you this line to state that in the recent SOFTASILK Cake Flour Week sponsored by your station, you gave one of the most graphic demonstrations of the power of radio station cooperation that we have ever seen.

In this hook-up between your station and a group of twenty stores you showed between you that where a quality product, such as SOFTASILK Cake Flour, is extensively advertised, you can step up the movement to the consumer during a given period amazingly by such cooperative effort. Actually during the month of November deliveries of this product were four and one-half times normal. Congratulations on the success of this venture!

Best wishes.

Very truly yours,
GENERAL MILLS, INC.
By Samuel Chotzen
Director of Advertising

SCG-52

K G N C installed the first vertical radiator in Texas November 1, 1935. This new antenna increased K G N C coverage 75% to 100%.

THE CHART SHOWS the Amarillo territory audience of K G N C in comparison with the Amarillo territory audiences of all out-of-town stations. The chart was prepared from the results of an impartial "Radio-Listener" survey conducted in November, 1935, by CORNELL & COMPANY, certified public accountants and survey engineers.

Daytime Amarillo territory audience of K G N C

Daytime Amarillo territory audience of out-of-town stations

Nighttime Amarillo territory audience of K G N C

Nighttime Amarillo territory audience of out-of-town stations

JOHN BLAIR & CO. NATIONAL REPRESENTATIVES

STATION K G N C: 2500 Watts Daytime—1000 Watts Nighttime—1410 KC.

KGNC

THE GLOBE-NEWS STATION AMARILLO, TEXAS

French Television Tests

PROF. Rene Barthelmy's television system will be given an intensive tryout in the Paris area under the auspices of the Ministry of Posts, Telegraphs and Telephones which regulates broadcasting in France and operates several stations in addition to those it licenses for commercial purposes. A new transmitter has been installed on the Eiffel Tower which will transmit images scanned at the Ministry's studios at 103 Rue de Grenelle, connected the 1½ miles to the transmitter by special cable. The station's power is 1,000 watts and it operates on the 8-meter band. The system produces 8¼ x 7-inch images of 180 lines framed 25 times per second by means of mechanical scanning.

WSOC

Transradio News

WSOC's 24 - hour Teletype Service makes it possible for us to offer wide - awake advertisers a truly valuable news program. Choice spots already established, with enough steady listeners to make your sponsorship of WSOC TRANSRADIO NEWS a real buy!

Wire or write for prices to—

WSOC
Charlotte, N. C.

RCA and NBC Increase Interest in Television, Planning Field Tests

THAT RCA and its broadcasting subsidiary, NBC are loking more and more to the development of television, was reflected in the year-end statements of executives of the companies. David Sarnoff, RCA president, and NBC board chairman, said that during 1935, RCA announced plans to take television from the laboratory for the first comprehensive field test in America.

"We are planning ahead, bearing the expense of the test of laboratory achievements so that when television is finally introduced commercially, the public shall not be disappointed," Mr. Sarnoff said.

C. W. Horn, director of Research and Development of NBC, said NBC engineers have coordinated their efforts with the RCA television laboratories "to prepare the NBC for the next stage of television experiments announced by Mr. Sarnoff for 1936. This next stage calls for supplementing laboratory experience with actual experiments in the field, involving test broadcasts from Radio City to preselected checking points within the metropolitan area. The field tests are scheduled for early next year."

O. B. Hanson, NBC chief engineer, said special progress was made by NBC technically in directional broadcasting; improved ultra-short field equipment; new studio installations; reference recording; modernization of apparatus; studio lighting and experimental television.

Biggest A.M. Audience

THE CLAIM of KMOX, St. Louis, that its *Home Folks Hour* every Saturday morning at 5:30 is the earliest of all studio audience broadcasts, is disputed by WLS, Chicago. Norman Goldman, promotion manager of WLS, writes: "WLS thinks that it goes KMOX six times better, since our *Smile-A-While* program is broadcast before a studio audience at 5:30 a. m. every morning except Sunday." Both stations report surprisingly large audiences.

Television Display Impressive to FCC

MEMBERS of the FCC party which visited the RCA and Philco television laboratories Dec. 13 for first-hand observations of television transmission and reception expressed themselves as impressed by what they were shown. While declining to be quoted directly, several of the group asserted that they saw very little difference in the received images seen at the respective laboratories. They agreed that television's eventual prospects were good but that enormous problems still face it—especially on the regulatory side with respect to the allocation of ultra-high frequencies and the standardization of transmitters and receivers.

Comdr. T. A. M. Craven, FCC chief engineer, headed the group which spent the day at Camden and Philadelphia, and is planning shortly to visit also the Farnsworth laboratories in Philadelphia and other visual broadcast experimental plants. It is expected that members of the FCC Broadcast Division, under whom the regulation of television falls but who were not in the Dec. 13 party, also will make tours of inspection.

Commissioners Brown, Walker and Stewart accompanied Comdr. Craven, Commissioner Walker seeing only the RCA demonstration at Camden because he had to proceed to New York on FCC litigation matters. Also in the party were A. G. Patterson, director of the Telephone Division; Joseph Keller, secretary to Commissioner Brown; Dr. Abraham Miller, secretary to Commissioner Payne, and John M. Hassler, FCC engineer.

British Television May Be Sponsored

Service Will Begin in Spring, Says Commerce Department

THE likelihood that television programs will be sponsored commercially in London next spring despite the fact that the British Broadcasting Corp. does not permit radio advertising, is reported to the Department of Commerce from its London office. Public broadcasting of television on a local scale will probably begin in London in May, according to present plans, the report states.

Operators of the two systems to be introduced, Electrical & Music Industries Ltd. and Baird Television Ltd., are said to be constructing transmitter apparatus in Alexandra Palace, London, at the present time. The public, the report states, is "showing a marked degree of indifference, a condition due probably to the policy of silence on the part of the British press." The Department of Commerce report continues:

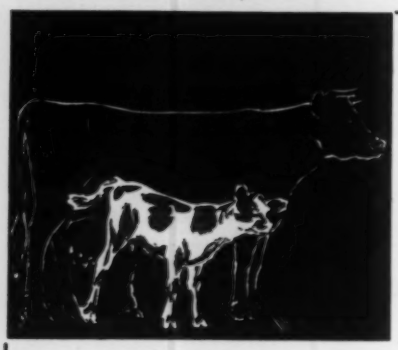
Difficulties Faced

"THE BBC has the responsibility of operating the new stations, of providing programs and of managing the transmission by two widely differing systems. The difficulties are enormous and there is little or no experience to serve as a guide to the program policy. The low definition television transmission which the BBC has been broadcasting during the past few years has little in common with the new high definition service. The complications inherent in operating two widely differing systems side by side are apparent. Each system requires an entirely different studio technique and yet the programs transmitted by both systems must be capable of being received on the same receiver.

"It has been tentatively decided to broadcast television three hours a day at first, with each of the two systems on alternate weeks. The daily three hour transmission will be divided into three periods of one hour each, and each hourly period into not less than four separate programs. It is probable that "sponsored" programs will be used to take care of part of the program. This does not mean that the BBC will sell the time on the air, but that commercial firms will pay for the programs and the listener will be told that such and such a program is being sponsored by the firm in question.

"Few, if any, plans have actually been formulated for the use of television outside the amusement field. Sets will be too costly at first and it must be remembered that broadcasts from this first station cannot be received much beyond 25 miles from the Alexandra Palace. Additional uses and applications will be invented and developed as time goes on, and these will doubtless include installations in schools and other institutions for educational purposes.

"It is estimated that the cost of the television service for the year ended December, 1936, will be approximately £180,000 (about $900,000), a total which includes the actual construction of the station, all running and maintenance costs, and, most important of all, program costs."



"A Calf Is A Big Animal

....Until You've Seen A Cow"

. . . old saying

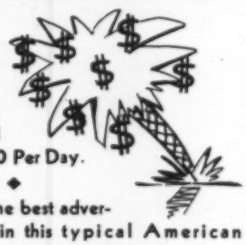
This most modern radio station is not a cow but it does have all of the productivity of the prize winner of the herd. WOW always has been the dominant station in the middle-west where, in Omaha, is centered the second largest livestock market in the world.
Now—with increased power (5000 watts), and new transmitter equipment, it blankets this section of the grain and livestock belt.

NOW 5,000 WATTS

WOW
OMAHA, NEBRASKA.
Owned and operated by Woodmen of the World Life Insurance Association
John Blair Co., Representatives
New York, Chicago, Detroit, San Francisco

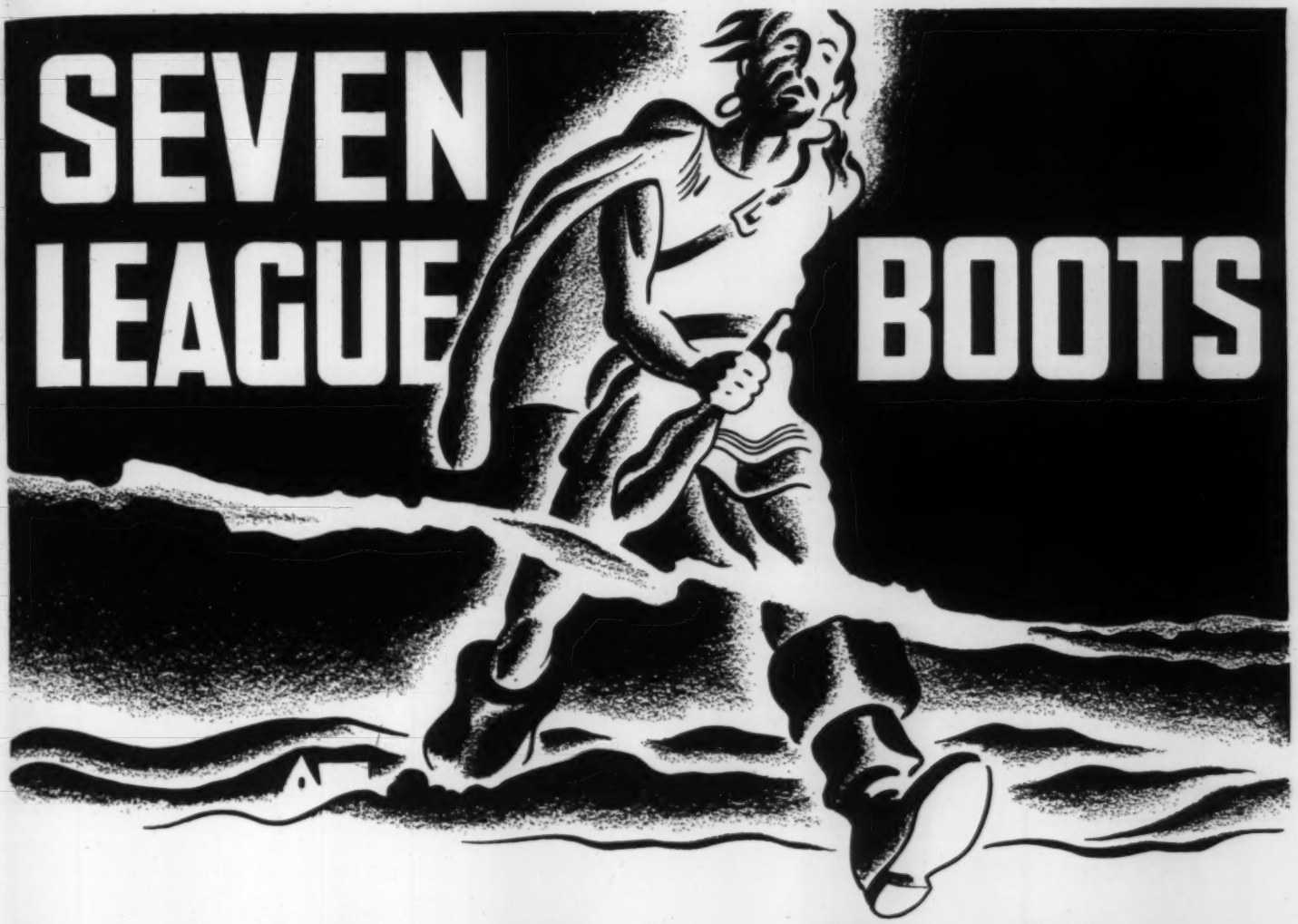
ON THE N.B.C. RED NETWORK

During 1934 Hawaiian Imports From U. S. Amounted to $250,000 Per Day.



KGMB is the best advertising buy in this typical American Market.

KGMB
HONOLULU , HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST



Could Not Cover Territory As Efficiently As KWK

If you equipped every man on your sales force with seven league boots, they would surely be able to cover territory. But even if such a thing were possible, they couldn't begin to compare with the coverage of KWK.

Our continual concentration on this large and important St. Louis area, assures the advertiser a maximum return on his investment. We will be very pleased to help you plan an advertising campaign especially suited to your requirements.

THOMAS PATRICK INC.

REPRESENTATIVE—PAUL H. RAYMER CO.

HOTEL CHASE ST. LOUIS, MO.

NEW YORK CHICAGO SAN FRANCISCO

G. B. Thompson Directs NBC New England Sales

ALL sales activity for NBC in New England on Jan. 1 will come under the supervision of Griffith B. Thompson, sales manager of WBZ-WBZA, Boston-Springfield, under whose control of both network and local accounts will be centralized. The WBZ-WBZA sales department will also expand its activities to cover representation of all NBC-owned and operated stations.

Gordon Ewing, for the last eight months in charge of sales for NBC in the lower Connecticut territory, on Jan. 1 will be transferred to Boston where he will divide with Wadsworth Wilbar the responsibility for NBC sales efforts on national and spot accounts in the New England territory. On the same date Walter E. Myers, for the last eight years stationed in Boston as manager of WBZ-WBZA and more recently as NBC sales representative in New England, will be promoted to the New York sales staff.

WSAY Staff Named

KEN JOHNSON, former commercial representative of WGAR and WHK, Cleveland, has been named manager of WSAY, Rochester, N. Y., new 100-watter, which makes its debut about Jan. 15. Maurice J. Condon, commercial continuity director and announcer of WGAR, left Dec. 31 to take over duties of program director of the new station.

IMPROMPTU PLUG
Radio Folk Called on Suddenly — On Al Pearce Welcome

THE blase crowd of radio editors and officials from NBC, Lord & Thomas and the Pepsodent Co. that turned out to welcome Al Pearce and His Gang on the occasion of their first Chicago broadcast on Dec. 16 were startled into complete compliance when Al suddenly asked them to give the closing commercial. Al started like this:

Let's show the whole country how you folks in Chicago feel about Pepsodent Tooth Powder. When I ask you a question, you just all answer—"Pepsodent"—as loud as you can. Ready? Let's go! What tooth powder has that swell wintergreen flavor?

Audience: PEPSODENT!

Al: What tooth powder gets teeth looking so much whiter and brighter?

Audience: PEPSODENT!

Al: And now, when you go to the store tomorrow, what tooth powder are you going to ask for?

Audience: PEPSODENT!

Al: That's telling 'em, friends! And that's certainly the reason I see so many big, shining smiles here in Chicago! Keep up the good work.

AVERY C. MARKS Jr., 48, from 1928 to 1931 assistant to M. H. Aylesworth, former NBC president, and a former managing editor of the *Washington Times*, died Dec. 15 in New York.

McCarthy Joins Hearst

Mr. McCarthy

CHARLES L. McCARTHY, for the last 19 months manager of KQW, San Jose, Cal., has been appointed Pacific Coast representative of national sales, Hearst Radio Inc., with offices in the Hearst Bldg., San Francisco. McCarthy, nationally known in radio and advertising, before coming to KQW was in the NBC station relations department New York, taking that position after resigning as assistant manager of KFI and KECA, Los Angeles. Prior to that he was manager of station relations and assistant to Don E. Gilman, NBC western division vice-president in San Francisco. He came to NBC in April, 1927, with inception of the western division, remaining there until Feb. 15, 1934. His successor at KQW has not as yet been announced. In his new affiliation, McCarthy will represent KYA, San Francisco; KEHE, Los Angeles; WISN, Milwaukee; WBAL, Baltimore; WCAE, Pittsburgh, and WINS, New York.

FEDERAL funds have been procured for the erection of the new transmitting plant of WNYC, New York City municipal station, at the foot of Greenpoint Ave., Brooklyn, with two 304-foot towers being constructed along with a building on which 60 WPA workers have been assigned. The cost will be $54,000.

Spuds on 2 MBS Stations; Disc Series Is Planned

AXTON-FISHER TOBACCO Co., Louisville, (Spud cigarettes) on Jan. 7 starts its first radio campaign over 2 MBS stations, WOR and WLW, on Tuesdays, 11-11:30 p. m., for 13 weeks. In addition WBS will record the programs off the wire for placement, starting Jan. 12, on WQAM, Miami; WFAA-WBAP, Fort Worth; KNX, Hollywood.

Tex O'Reilly, soldier of fortune, will be starred in a series of dramatic programs built around his colorful career, having been in nine revolutions, a schoolmaster in Japan, and right hand man to Pancho Villa, etc. The original script was written by Peter Dixon, radio director of Kenyon & Eckhardt Inc., New York, handling the account. Mr. Dixon will direct and produce the show.

The program is still untitled but the sketch will be around a spot known as a rendezvous for men of adventure. The sponsor purposely picked the late hour in an effort to reach a large male audience. Dramatic episodes are also aimed to appeal to men. Enoch Light and his orchestra with Craig McDonald doing the vocals will form the musical portion of the broadcast.

WEOA are the call letters assigned by the FCC to the new 100-watt station at Evansville, Ind., authorized to be operated on 1370 kc., by Evansville-on-the-Air, which also operates the 500-watt time-sharing regional WGBF in that city.

CASES IN POINT

from our own mail bag . . .

THE ADVERTISER WRITES:

(October 22, 1935)
"May I ask to what type of entertainment you attribute your obviously numerous audiences? You certainly do some heavy lifting with just a few watts!"

THE ADVERTISING AGENCY WRITES:

(June 24, 1935)
"You have been doing a fine job on both accounts."

AGAIN THE ADVERTISER:

(March 4, 1935)
"We thought you would be interested in knowing that the results we obtained from the recent week of advertising you did for us over your station were extremely satisfactory to us. The men working on our used-car lot reported several inquiries a day as a direct result of your broadcast. An analysis shows that we made a large number of sales, one of which came all the way from South River, New Jersey, to purchase from us."

AND AGAIN THE AGENCY:

(December 2, 1935)
"When a pee-wee watter like WAAT can bring the phenomenal quantity of first-rate leads our client has gotten on your time, I reverse a lot of opinions I used to have about stations not on national hook-ups. It should warm your heart to know that WAAT has made at least five sizeable sales directly traceable; that one couple came 40 miles to see the cemetery we are broadcasting the news about and that requests for salesmen's calls have swished the chair from under us. If WAAT can do these things for a cemetery reported above, 'more power to you' is unnecessary. You have power enough."

THE ADVERTISING AGENCY ASKS IF WAAT WILL CARRY AN ACCOUNT ON INQUIRY BASIS:

(November 8, 1935)
"The enclosed offer is producing inquiries on Station W..... (a 50,000 watter) at a cost of just a little under four cents each."

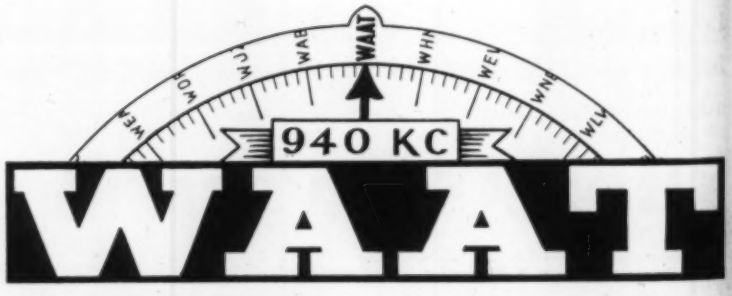
WAAT'S COMMERCIAL MANAGER REPLIES:

(November 11, 1935)
"Please be advised we are not interested in handling business on a per inquiry basis, but for your information, WAAT (500 Watts) recently carried an account in the same line of business as your client with the following results: 1 spot announcement daily, excluding Sundays—from Sept. 30th up to and including Oct. 19th—exactly 18 times: cost of station time, $135.00. Letters of inquiry received at WAAT—3,300. Cost of inquiries to advertiser, four cents each. The advertising agency which placed this business advised us that the advertiser could stand an inquiry cost of six cents each.

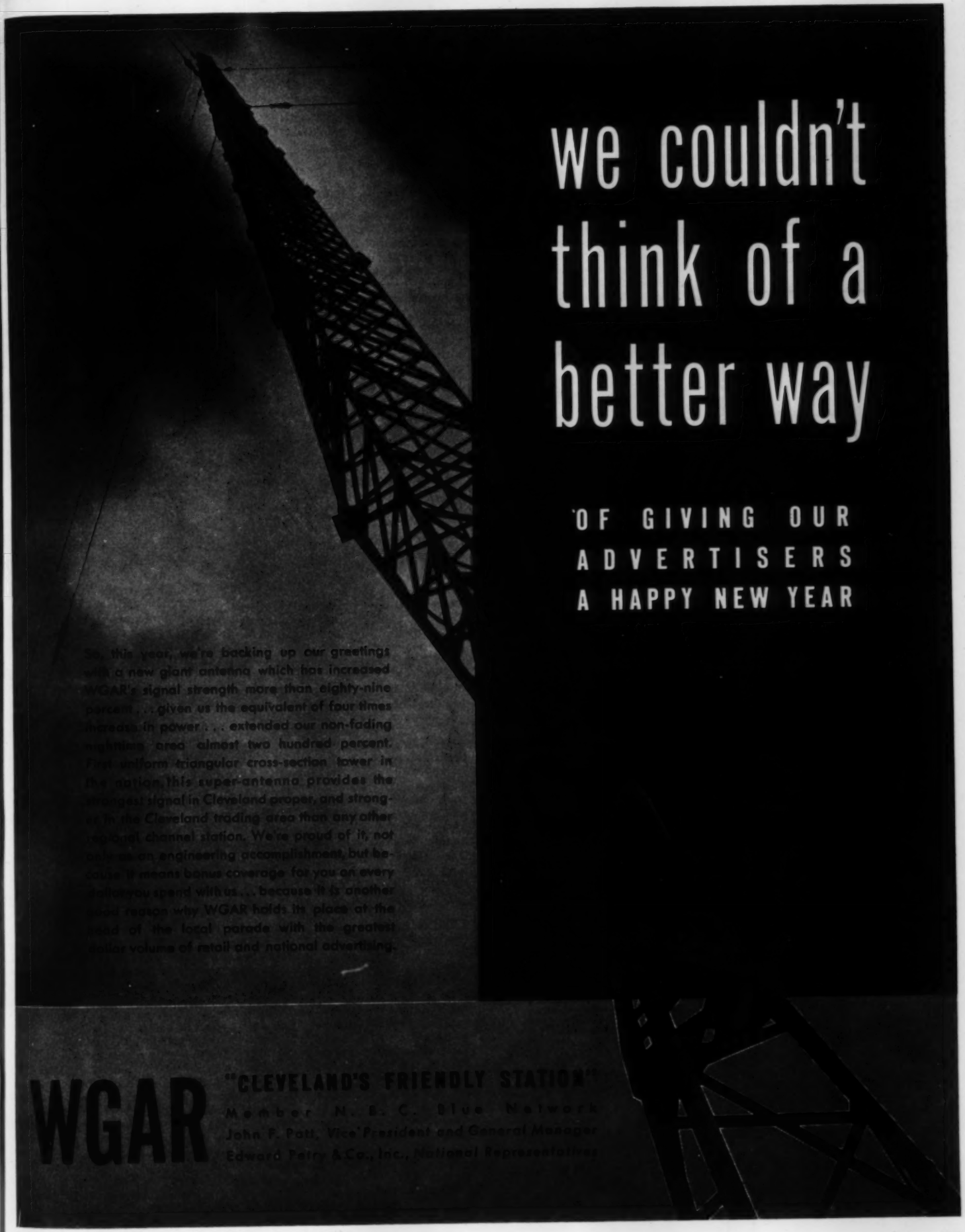
Details, etc. on request.

Center of the dial

940 KC 319 M 500 WATTS



JERSEY CITY · AND SUBURBS


we couldn't think of a better way
OF GIVING OUR ADVERTISERS A HAPPY NEW YEAR
So, this year, we're backing up our greetings with a new giant antenna which has increased WGAR's signal strength more than eighty-nine percent . . . given us the equivalent of four times increase in power . . . extended our non-fading nighttime area almost two hundred percent. First uniform triangular cross-section tower in the nation. This super-antenna provides the strongest signal in Cleveland proper, and stronger in the Cleveland trading area than any other 50,000 watt channel station. We're proud of it, not only as an engineering accomplishment, but because it means bonus coverage for you on every dollar you spend with us . . . because it is another good reason why WGAR holds its place at the head of the local parade with the greatest dollar volume of retail and national advertising.
WGAR
"CLEVELAND'S FRIENDLY STATION"
Member N. B. C. Blue Network
John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives

WJJD Move Recommended

GRANTING OF the application of WJJD, Chicago, to move its transmitter from Mooseheart to Des Plaines, Ill., was again recommended to the FCC Broadcast Division Dec. 23 by Examiner Ralph L. Walker. In a report he brought out that the FCC originally had granted the application, but it was reconsidered and designated for hearing upon protest of WCFL, Chicago Federation of Labor station. At the hearing called for Dec. 16, WCFL stated that a continuance had been requested and denied and that the protest would be withdrawn. Therefore, the examiner recommended that the protest be dismissed and the Commission affirm its original grant.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate *1,000 Watts*

A New Year of Good Cheer

. . . and may we help you get your full share by blanketing "The Quality Market of The Southeast" with your sales messages?

WWNC, remember, is Western North Carolina's *only* radio station. Plan now to use its services liberally in 1936.

Amos, Andy and the Angels

By STATION BREAK

SEVERAL years ago, Reginald Marsh drew a picture in the *New Yorker* which he called "The Angelus". No simple ploughman here, as in Millet's great classic. Only two black-faced comedians, hovering over kneeling millions . . . beneath the banner "Brush your teeth night and morning, consult your dentist twice a year."

* * *

ONLY two black-faced comedians . . . selling toothpaste . . . and reflecting in their comedy the ambitions, fears, disappointments and petty pretenses of us all . . . the inescapable humanity of our fellow man. That's why we've listened to them for the years we have.

* * *

TWO black-faced comedians holding up a kindly mirror to ourselves. More humble perhaps . . . but compounded of the same essence, which today is winning Mark Twain a recognition for greatness commensurate to the pleasure which countless of us have derived from Tom Sawyer, Huck Finn and the Connecticut Yankee. Compounded as a matter of fact . . . in its own small way . . . of the same ingredients as characterized another message, which, it is told, was broadcast over a Bethlehem hillside more than 1900 years ago . . . a message of kindliness, tolerance and understanding.

* * *

IT'S hard to hold a grouch against your neighbor or the world, with the pretense of Andy bringing you a sneaking recognition of your own conceits. It's hard to consider a nation compounded of nothing but evil when it sings the same Christmas carols as you do and pays homage to the same manger. If on Christmas you traveled through the Old World on your short-wave set, as did *Station Break* . . . London, Paris, Berlin, Rome . . . you couldn't help coming back to this country's broadcasting feeling that these people were just ordinary folks like ourselves, and that much as we might consider them all wrong on a lot of things, they still probably meant well.

* * *

STATION BREAK still remembers the shock he received several months ago when he tuned in to Rome one day and heard a Fascist orator at some gathering. He could understand but a little of the Italian, but he grasped enough to know that Il Duce was being compared to Caesar, and the Ethiopian conquest to Caesar's exploits. There was something utterly pathetic in the wild cheering which followed . . . something which conveyed more eloquently than reams of news stories and hours of lectures, the dreams of empire with which Mussolini has stirred a desperate people. If disillusion is to be their lot, what a terrible soul-shaking disillusion it is going to be. Understanding them, you can't hate them . . . you can only be sorry.

* * *

THE message of Bethlehem, the tramp of Mars on the Appian Way, and Amos 'n' Andy seem a far cry from each other . . . but radio brings them all together. Radio transcends time and space, and *literally* . . . not merely as a high-flown figure of speech . . . binds us all into a compact unit.

* * *

TECHNICALLY it is possible for the whole civilized world to listen to a single voice or program at a given moment. Each day in this country, millions listen to the same offerings . . . comedians, dance bands and the world's greatest music . . . discussions of vital importance by the nation's leaders . . . eye-witness accounts of outstanding occurrences . . . the news of the world before it even has felt the heat of the whirling presses. Radio . . . bringing the world together . . . making for understanding.

* * *

RADIO making for understanding . . . not only intellectually, as a means of spreading a common culture . . . but emotionally, in humanizing and personalizing individuals, institutions, nations and causes. Radio making a compact little ball of this world rather than a sprawling sphere . . . a little ball where the pin-points of Texas, Rome, Chicago or London are shown to be compounded of the same humanity.

* * *

RADIO making for understanding . . . not only because it is a medium of mass communication, but because of the personal, intimate appeal which it attains through the use of the human voice . . . the most vital, living form of expression. That human quality which makes us like Amos 'n' Andy, which made the cheering throngs of Fascist Rome a more sympathetic quantity, irrespective of opinions on world politics, and which is the core of the message of Bethlehem.

* * *

WE ARE not trying to pander on sentimentality or to tie the promotion of broadcasting to the coattails of religion. Either would be inexcusably bad taste. But we are trying to emphasize as dramatically as we know how, *two fundamentals* . . . the tremendous power of radio as a means of mass communication . . . and its immense power of *personal* appeal, of humanizing things.

* * *

IT'S a good thing to return to fundamentals every now and then and to think seriously about them. Christmas and the New Year are particularly good times to do so. The former connotes so much that is fundamental to happy living, and the latter connotes a renewed attack on our tasks. The fundamentals of radio, which enable it to bring out the common points of two black-faced comedians and an angelic message, are the qualities which give the broadcaster such a *tremendous power* and *equal responsibility.*

* * *

IN THEIR own way, amid the confusion of pioneering along new paths, the broadcasters . . . in STATION BREAK'S opinion . . . have done fairly well by that responsibility. By no means have they been perfect . . . and there are many improvements which must be made. They can only be achieved by keeping in mind fundamentals.

* * *

ONE final thought. Radio, as with all men's devices, is neither good nor evil in itself. Men's use makes it helpful or harmful. Viewing the manner in which radio, along with other means of communication, is being used in other parts of the world . . . not for the promotion of understanding, but for the indoctrination of whole peoples with national shibboleths and imperialistic chauvinism . . . you realize *how utterly important is the maintenance of complete freedom of communication over the air as well as in print* . . . if understanding and tolerance are to be fostered . . . how important it is that complete liberty of expression be zealously guarded and applied in this country.

WKY gets around in Oklahoma as no other station can!

Oklahoma's lay listeners—school teachers for instance—need no surveys, pie-charts nor statistics to sway them in their choice of stations.

Unaware they are that it is WKY's ideal frequency (900KC) that spreads the voice of this station over more of Oklahoma than can be reached by any other station.

But everyday experience proves to them that WKY is the station that gives them the best reception, the best programs . . . that WKY is the station they, their friends and neighbors listen to most.

Standout showmanship and genuine community service has built a gilt-edged popularity for WKY in Oklahoma that makes it a standout in sales effectiveness for advertisers.

WHAT Oklahoma teachers say about WKY coverage . . . excerpts from their letters asking WKY to air the National University Extension Debate, an NBC special feature last November 12th:

1. From Erick, Oklahoma: "Your station is the easiest, clearest one we get out here."
2. From Enid, Oklahoma: "WKY is the only NBC outlet that can adequately serve the greater portion of Oklahoma."
3. From Pawnee, Oklahoma: ". . . your station would make it (the debate) available to practically every high school debate team in Oklahoma."
4. From Oklahoma City: ". . . impossible for them to hear this program over any other station than WKY."

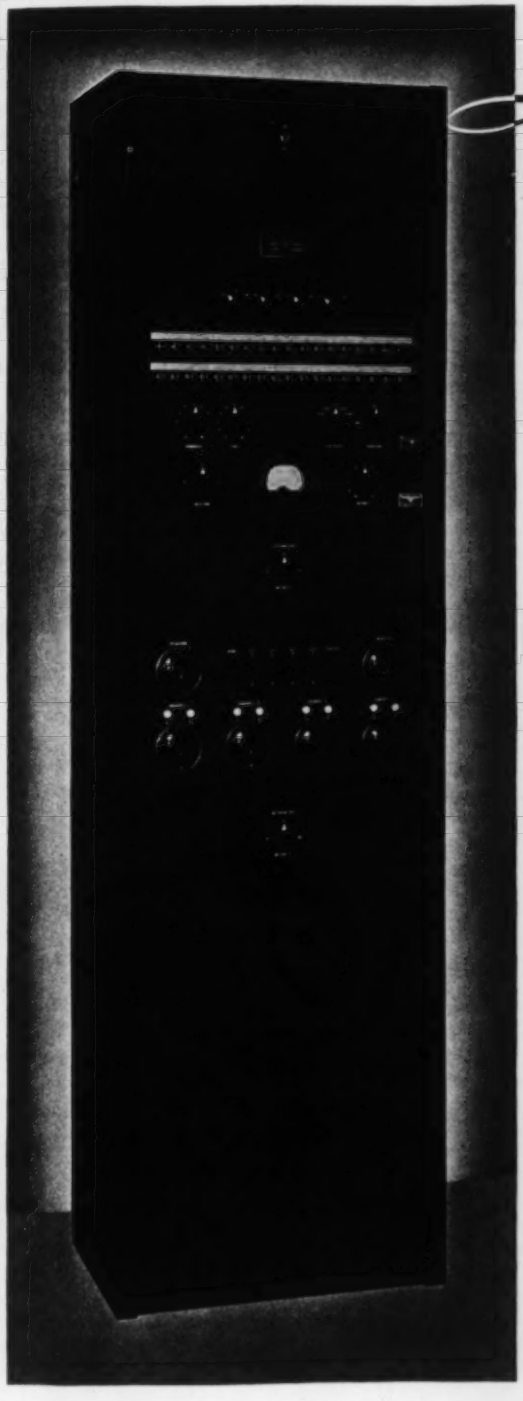
WKY

Oklahoma City

National Representative:

E. KATZ SPECIAL ADVERTISING AGENCY

• *Affiliated with the Daily Oklahoman, the Times, and the Farmer-Stockman*



Increased Flexibility

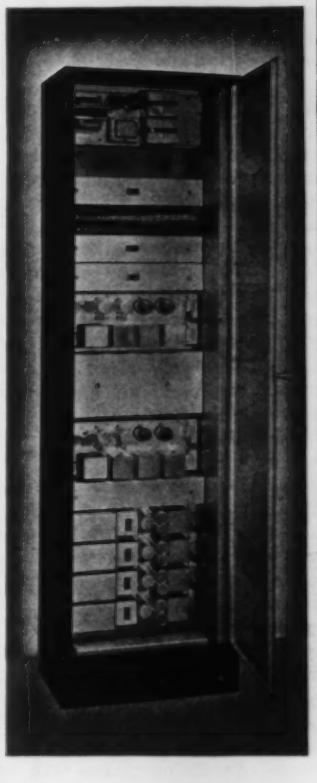
FOR ★ ★ ★ ★ ★

SMALL OR LARGE STUDIO INSTALLATION

The COLLINS type 12E Speech Input Assembly, because of its flexible circuit design, is easily adapted to the individual requirements of large or small broadcast stations.

The following features of the 12E are an indication of the careful engineering found throughout the entire Series 12 Speech Input Equipment: Completely independent program and monitor circuits . . . . All units may be isolated or eliminated completely from the circuit by means of jacks . . . . Loud speakers in control room and studios are controlled automatically by microphone control switches . . . . Control operator may "talk back" into rehearsal studio without interrupting program on the air from another studio . . . . Improved type of high-speed volume level indicator used . . . . All important controls are grouped on one panel which may be removed from rack and located on control operators' desk . . . The 12E may be used to feed transmitter directly or to feed program line to transmitter . . . . Standardized construction of units allows equipment to be enlarged, instead of replaced, as the demands of the station increase. . . .

The careful attention which has been given to these and other details of design in the 12E, permit a flexibility of operation never before attained in a factory assembled speech input system.



★ Well proportioned cabinets, pleasing in style, with symetrically placed controls, blend attractively with modern studio appointments.

★ The clean cut appearance of the interior emphasizes the dependable performance and sturdy construction.

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA ★ NEW YORK, 11 West Forty-Second Street

BROADCASTING and Broadcast Advertising

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1936 And Public Service

THAT Old Devil Depression is dead—and radio helped kill it. Our review of 1935 achievements on the business side of the broadcasting industry and our symposium of observations on 1936 prospects, published in this issue, offer good reasons for exultation on the part of everyone connected with radio advertising. But our joy should not be unrestrained, for the industry is one so sensitive to so many public demands that alertness rather than smugness must be its watchword. That goes for advertising agencies and their clients no less than for the operators of stations.

We must warn the station owners, program builders and advertisers, as we did last year, that they must never lose sight of the fact that broadcasting exists primarily as a public service. It is first of all a medium for entertainment, education and enlightenment. It is secondarily an advertising medium, accepted as such by all-too-many people under sufferance. To maintain its integrity as a self-sustaining business enterprise, it must carry advertising. Our conviction is that it can continue to do so with offense to a minimum of persons. The year just ended saw enormous strides in that direction.

During the last year radio realized more revenue than in any preceding year. It did so despite the pressure upon it, to which practically all of the stations yielded, to eliminate undesirable copy, cut down high-pressure sales blurbs and maintain a high standard of good taste in advertising. The advertisers and their agencies cooperated marvelously, realizing that they could get as good results with inoffensive copy as with blatancy. In short, they learned more about radio's peculiar technique — and they found that it paid. With the exception of a few patent medicine vendors, we have heard of very few advertisers who toned down their extreme advertising claims who lost thereby.

Demand for time on the air is rapidly becoming sufficiently great so that the broadcasters are able more or less to choose their advertisers. This condition is as it should be, for the broadcasters alone are responsible for what goes out on the air and must exercise rigid program control. More than that, the broadcasters are under definite public service obligations under their license grants, which means that community service demands, often at an immediate fiscal loss, must always be borne in mind even when balancing the books.

There are those who would make radio a mere adjunct of show business, with all its ballyhoo and blatancy. It would be fatal if the broadcasters, who have come into this young field from many more walks of life than the theater, should ever subordinate their public service concepts to theatricalism alone.

To have shown such a steady rise in recent years, radio must have proved itself, climaxed by the record-shattering year of 1935. So we look forward to 1936 with confidence that American radio is now on a firm business footing, and with a high degree of assurance that the growing stature and character of the men who direct its destinies make them fully aware of their public service obligations and fully equipped to meet those obligations.

And Now Congress

THE CURTAIN is about to rise on the "Greatest Show on Earth". Congress convenes Jan. 3. The show will be unusually spectacular this session, because it is the beginning of a presidential year. Plain and fancy verbal pyrotechnics will abound.

Radio is due for its share of political palaver. Every session has seen an increase in it. That, while regretted by all those in the industry, nevertheless must be regarded as a recognition of and tribute to the power of radio—primarily its power as a campaigning medium for the politician.

The President has asked for a short session of Congress. He would like to have it concentrate on necessary measures and leave all else for the future. There is no emergency of any character in radio. It probably will be left alone in a legislative way.

But there are two pieces of legislation pending, affecting the broadcasting industry in a vital way. One is the Copeland food, drug and cosmetics bill. Already adopted by the Senate, it probably will pass the House. In its present form it is largely unobjectionable.

The second is the Duffy copyright bill to take away ASCAP's club and force it to deal without coercion. This, too, has passed the Senate. It should pass the House, but it has a big hurdle to make because Tin Pan Alley has been doing a prodigious job of off-session lobbying. Broadcasters, advertisers and agencies alike should work for its adoption.

Educated Cooperation

ALL OF THE misunderstanding and harsh feelings engendered during recent years over education by radio should be dispelled with the appointment of the Federal Radio Education Committee to function under the aegis of the FCC. Some of the best minds in the fields of education, broadcasting, religion and social welfare have been selected by the FCC to serve on the Committee—all having the common goal of deriving the maximum educational and cultural benefits that radio affords.

Those in broadcasting recall only too well the troubles that have grown out of the educational problem. It was responsible for the inclusion in the Communications Act of 1934 of the provision that the feasibility of allocating a fixed percentage of broadcasting facilities to educational and non-profit organizations be investigated. It has caused many a member of Congress to burst forth in attacks upon radio generally. And it has provided the vehicle upon which many a reformer and agitator has ridden into the limelight.

We feel the FCC Broadcast Division has acted wisely in the appointments it made. The Committee's chairman, Dr. Studebaker, has a high reputation as a progressive and aggressive educator. A number of the members of the Committee are outspoken advocates of government ownership of broadcasters. Others are practical broadcasters. Thus every interested group appears to be adequately represented.

Out of the functioning of this committee we hope to see develop a safe, sane and orderly program for the further promotion of education and culture over existing broadcasting facilities.

The RADIO BOOK SHELF

FORTY of those absorbing and provocative discourses by Hendrik Willem Van Loon, the noted author and historian, heard Sunday and Thursday nights on the NBC-WJZ network, have been brought together between covers in a book titled *Air-Storming* (Harcourt, Brace & Co., New York, $2). Dedicated to John Royal, NBC program vice president who brought Van Loon to radio, they form one of the most fascinating volumes of "essays, speeches, sermons, talks," as Mr. Van Loon calls them, that has ever come to this bookshelf. They treat of a wide variety of subjects, non-radio of course, but they are interesting to anyone concerned with public affairs seen through the eyes of one who can gauge them from a long-range historical viewpoint. Mr. Van Loon in his preface and final chapter reveals a rather naive attitude toward radio itself as a precise timekeeper, but he states that NBC was always a most reasonable master and left him almost complete liberty as to his subject matter. He tells how he had to develop an entirely new style of note and manuscript writing for radio. The results are worth it, as anyone who has heard or read any of these talks will attest. We wonder why Van Loon hasn't found a sponsor yet—one who, like the sponsors of Woollcott and Broun, can appreciate that a big segment of the American radio audience wants this type of mentally stimulating material on the air.

JUST published by the University of Chicago Press is *Education on the air . . . Radio and Education 1935* ($3), edited by Levering Tyson and Josephine MacLatchy. It includes proceedings of the Sixth Annual Institute for Education by Radio Combined With the Fifth Annual Assembly of the National Advisory Council on Radio in Education.

We Pay Our Respects To —

NATHAN PORTER COLWELL

WHEN THE HISTORY of modern medicine is written it will *not* include the medical triumphs of Nathan Porter Colwell — although his father will be mentioned frequently and prominently. But only the lure of the microphone and typewriter have kept the younger Colwell from a medical career for he was literally steeped in an atmosphere of scalpel and pill that stayed with him even into his college days.

The thwarting of one ambition, however, provided the entree to the career on which "Nate" Colwell has climbed to radio and advertising fame. He is head of the radio department of Roche, Williams & Cunnyngham Inc., Chicago.

Incidentally, the problem of names has not been so easy to dispose of as some of the business perplexities he has tackled. Christened by his famed paternal predecessor with a flock of appelations attesting his Scotch ancestry, he already has dropped "Bruce" and "Scott" from the galaxy, leaving "Nathan" and "Porter" to survive. Now the "Nathan" has had its wings clipped to a bare "Nate".

When he was touring the country his stock in trade was his newspaper publicity, and the newspapers insisted on spelling his name Caldwell. Consequently when he laid his card, N. P. Colwell, on the desk of station managers, they had never heard of him. When he made it Caldwell they knew who he was. Now he has gone back to the original spelling.

Medical aspirations still reigned supreme in the adolescent Colwell heart when a sheepskin was forthcoming from Senn High School, Chicago, and they survived early Dartmouth days. But it was there that he cast aside desires to minister to the ailments of humans and decided to study economics with the immediate goal a degree of Bachelor of Commercial Science.

About that time he unearthed a flare for writing and his college career was partly financed through slightly pink love narratives which pulp magazines printed gladly, although the author admits he had no literary background. While he was still in college the baby broadcasting industry was emitting lusty cries that captured the public imagination, including that of Nate Colwell.

With an active mind that was easily fired by the magic of the broadcast word and note, he soon started making week-end trips to Boston where he arranged for a place on the air over WGI, at Medford Hillside, a suburb, a pioneer 100-watter that boasted it had a West Coast audience. At first he sang ballads of the pink type that had proved so popular in the pulp magazine field, but early discovered that novelty numbers such as "Who Takes Care of the Caretaker's Daughter" brought in a better fan response.

In his junior year at Dartmouth the Colwell heart mechanism went on strike in the middle of a ski jump and wise medical heads, shaking forlornly, conceded six more months of terrestrial life, at the most. Thus it is that every August 24 Colwell celebrates his death and the event is so outstanding that Chicago history often is traced thereby in lieu of calendars or histories. He celebrated his 36th birthday Nov. 23.

With the death sentence hanging over he decided there was no point in further absorbing illuminating nuggets from professorial lips and Dartmouth lost an athlete, writer, singer, ukulele strummer, student and broadcaster. In midwinter, on foot, this youth of many professions set out for Chicago. The life of the nomad proved more attractive than the gales of Lake Michigan and he worked his way back to New York doing a wandering minstrel act, appearing on some 50 stations en route.

Safe in Gotham he headed straight for 195 Broadway where the NBC studios were located at that time, certain that his reputation must have preceded him. Bluffing his way past a watchman he entered the reception where one lone man greeted him.

"Is Graham McNamee here?" he asked.

"What do you want to see him for?" the lone attendant countered.

"That's all right. Just tell him Colwell is here."

The "attendant" left the room and immediately turned up from another door and said "I'm McNamee, what can I do for you?"

That night Colwell went on the network with a 15-minute solo spot. He continued working on Gotham stations several months and then returned to Chicago, keeping well booked all the time with air and club engagements which paid him well.

In 1925 he tried a new radio role, that of announcer. He tried it often and at numerous places with WBBM as a Chicago base. Among stations he covered in his wanderings were WJJD, KMOX, WTMJ, KOIL. It was at KOIL in Council Bluffs that he secured radio rights to *Fu Manchu* which he tested as a sustaining feature for eight weeks. But he put it away and forgot about it until a couple of years ago when he brought it out for the Campana Corp. in its successful CBS series.

For an interval, free lancing again attracted Colwell in 1929 and he deserted the microphone to write, produce and announce part of the Montgomery Ward program over NBC. Further, he wrote many of the scripts on the early CBS farm broadcasts. Incidentally he was Skippy's first radio daddy.

After a year of writing he gave up free lancing to become the first member of the radio department of Blackett-Sample-Hummert Inc., Chicago. After six months he decided to be his own boss again and established the Broadcast Checking Bureau, also acting as radio consultant for a number of Chicago agencies. Then he returned to agency work, first at Hays MacFarland & Co., then at Ruthrauff and Ryan Inc., and finally, since Feb. 1 of this year, at Roche, Williams & Cunnyngham Inc.

Among his string of firsts are Guy Lombardo for Wrigleys, Wayne King for Sonatron Tubes, the Minneapolis Symphony series for Grunow, part of the General Tires series and the Yeast Foamers with Jan Garber. He has handled some 75 national accounts in local programs.

PERSONAL NOTES

E. STUART SPRAGUE, attorney on the NBC staff in New York since 1929, has resigned effective Jan. 15 to enter private practice of law with his brother, Claire Sprague, in New York. Mr. Sprague has specialized in copyright law practically since joining NBC. Named to succeed him is Robert P. Meyers, for the last six years, the copyright specialist of RCA-Victor and of RKO.

JERRY MOORE, formerly of WCAO, Baltimore, has joined the sales staff of WFIL, Philadelphia. Under Jack Stewart, sales manager, Mr. Moore will institute a specialized promotion department. Mr. Moore was on the *Baltimore Sun* staff for more than a decade, joining WCAO in 1928. Later he was associated with WFBR, Baltimore, and in 1934 opened his own advertising agency in Washington.

EDWARD M. YOCUM, commercial manager of KGEZ, Kalispell, Mont., and former newspaperman of the Midwest, has joined the commercial department of KGHL, Billings, Mont.

FCC Commissioners Prall, Sykes and Payne were among the radio notables attending the Dec. 14 Gridiron Dinner of Washington correspondents. Other guests identified with radio included David Sarnoff, M. H. Aylesworth, L. G. Caldwell and Vincent F. Callahan, commercial manager of WRC and WMAL.

MRS. JAMES W. BALDWIN, wife of the managing director of the NAB, is confined in a Washington hospital, following the birth on Dec. 15 of twin sons. One of the infants survived only a day and the second passed away Dec. 20.

CHARLES E. MORIN has been added to the sales staff of KFRC, San Francisco, as account executive, coming over from KJBS, that city.

A. L. ASHBY, NBC vice president and general counsel, discussed "Legal Aspects of Radio Broadcasting" on Dec. 27 before the 12 annual meeting in New York of the Teachers of Business Law in Collegiate Schools of Business.

CARL HAVERLIN, sales manager of KFI-KECA, Los Angeles, returned West late in December after three weeks in New York and Washington.

ANDREW G. HALEY, FCC Broadcast Division attorney, and Mrs. Haley, became the parents of a seven pound daughter, Delphine, born Dec. 15 at Georgetown Hospital, Washington.

J. KELLY SMITH, sales manager at WBBM, Chicago, believes in doing his winter vacationing early. He returned just before Christmas from 18 days in Florida and Cuba to boast of landing three sailfish weighing 65 pounds apiece.

EMILE J. GOUGH, vice-president and general manager of Hearst Radio Inc. New York, spent the holidays in San Francisco.

H. R. SEAMAN, formerly of WOWO, Fort Wayne, Ind., has been named sales manager of WHIO, Dayton.

WILLIAM E. DRIPS, NBC director of agriculture, spent three weeks of the holiday season on the West Coast in connection with the *Western Farm & Home Hour*.

H. T. SUDDUTH, formerly with WSGN, Birmingham, has joined the sales staff of KBTM, Jonesboro, Ark.

B. M. MIDDLETON, formerly with WEHC (now WCHV), Charlottesville, Va., and before that with WSVA, has joined the commercial staff of WFMD, new 100-watter in Frederick, Md.

CLAUDE H. FRAZIER, commercial manager of WROL, Knoxville, Tenn., has been named general manager of that station succeeding S. E. Adcock, president and former manager, who is retiring from full time work because of ill health. Mr. Frazier was formerly at WSGN, Birmingham.

A. L. McKEE, manager of WHBU, Anderson, Ind., for the last seven years, leaves that post Jan. 15, due to the change in ownership of the station. L. M. Kennett, of South Bend, new owner, is taking over the active management.

HERBERT L. PETTEY, secretary of the FCC and Mrs. Pettey, left Washington Dec. 14 for a brief vacation in Miami, expecting to remain until after the New Year. They were accompanied by Mrs. William Dolph, wife of the manager of WOL, Washington, and Mr. Pettey's sister. Mr. Dolph joined them in Miami later.

MRS. LEO J. FITZPATRICK, wife of the general manager of WJR and president of the NAB, has purchased a winter home in the fashionable part of Miami. Mr. Fitzpatrick promptly named it "Due Bill on the Sea".

KARL BICKEL, president of Continental Radio Co., Scripps-Howard broadcasting subsidiary, left New York Dec. 28 for his annual winter vacation in Sarasota, Fla., where he maintains a residence. During his absence, James C. Hanrahan, Continental vice president, will function as executive officer in New York.

BEHIND THE MICROPHONE

ALLAN McKEE, formerly of WDAY, Fargo, N. D., and Bill Brown, formerly of WSUI, Iowa City, have joined the Cedar Rapids staff of WMT, Waterloo.

DOUGLAS A. McKINNON, formerly radio representative of the Columbia Concerts Corp., has taken charge of announcing for W2XR, New York high fidelity station on 1550 kc., replacing Charles Seebeck, who had been with the station for the last year.

EDDIE JANNEY, Cecil Caves and D. V. Tostenson have joined the announcing staff of KIUP, new 100-watter at Durango, Col. Janney takes charge of Transradio news reports.

Calling all advertising agencies! Be on the look-out for a copy of "The Story of KFRO And Its Market" If you don't receive your copy, write
KFRO
"Voice of Longview"
Longview, Texas

CY LELAND, sports announcer of WBAP, Fort Worth, and former star athlete, has been chosen by NBC to handle the broadcast New Years Day of the Sugar Bowl football game in New Orleans between Texas Christian and Louisiana State. Sharing the mike with Leland will be Bill Brengel, sportscaster of WSMB, New Orleans.

DAVID DRUMMOND for the last five years with KGW, Portland, Ore., has joined the dramatic production staff of NBC, San Francisco, taking over the work of Barton Yarborough, who will devote his time to *One Man's Family*, in which he is cast as Cliff.

JOHN MAYO, former CBS and NBC announcer in Washington, has joined the announcing staff of WNOX, Knoxville.

DOROTHY ANN SIDLER, in charge of KFRC, San Francisco, fan mail department, is at her home convalescing from a recent emergency appendicitis operation.

BEN HARKINS, formerly with KROW, Oakland, Cal., has joined the continuity department of KJBS, San Francisco and KQW, San Jose, Cal. Before coming to California, he was on the continuity staff of KOMO and KJR, Seattle, for six years. Walter White, after an absence of several months, has returned to the announcing and continuity staff of KJBS.

LEE MacARTHUR, recently with WGBB, Freeport, N. Y., and before that with WAPI, Birmingham, has joined the announcing staff of WINS, New York.

NED L. REGLEIN, former program director of WSBT, South Bend, Ind., has been added to the staff of WJJD, Gary, as production man and announcer. Reglein began his announcing career in the University of Michigan broadcasts over WJR, Detroit, and was later employed at the University of Iowa station, WSUI.

From Screen Fun

"YOU'VE made three mistakes, Mr. Carlson — Please Keep Your Eyes on Your Script!"

LEW LANSWORTH, KFRC, San Francisco, continuity writer and producer, has announced his engagement to Miss Patricia Geissler, of that city.

LARRY CANELO has resigned from the announcing staff of KROW, Oakland, Cal., to enter the entertainment field.

CHARLES FOLL, formerly on the announcing staff of KJBS, San Francisco, has joined KROW, Oakland, in a similar capacity.

WILLIAM MAYER, formerly with the now defunct Morgan Productions, San Francisco radio school, has joined the continuity department of KSFO, that city.

TED ROGERS, announcer of KDYL, Salt Lake City, was married Dec. 21.

THURSTON KNUDSON has been named music librarian of KHJ, Los Angeles.

EDDIE CALDER, announcer and technician for two years for KTAR, Phoenix, Ariz., has resigned to free lance on the West Coast as writer, producer and announcer.

CHARLES SEAMAN, announcer of KTUL, Tulsa, is the father of a girl born in December.

TED GAILEY, program manager of KGER, Long Beach, Cal., and Grace Glasser, head of the Grace Glasser Agency, Los Angeles, were married in December at Riverside, Cal.

DON FULLEN, for the past year with KFI and KECA, Los Angeles, has joined the production department of NBC in San Francisco.

RAY WINTERS, formerly of NBC and WOV, New York, and with WOR, Newark, since April has been named night supervisor of WOR, permitting Arthur Hale to devote full time to commercial duties. Winters will continue to announce.

GORDON WILLIS, formerly of KGGC, San Francisco, returned to the station during the Christmas holiday as substitute announcer and producer, during the absence of Andy Potter, production manager, who was on vacation.

TOM HANLON, announcer of KFI, Los Angeles, on Dec. 15 was married to Eulalia Hermann, former pianist with the Duncan Sisters. They spent the honeymoon at Palm Springs until Jan. 1.

JOHN S. DAGGETT, known as "Uncle John" for years when KHJ was under the ownership of the *Los Angeles Times*, in December joined the production staff of KFAC, Los Angeles.

Eddie Cantor Is Shifted Opposite Benny Program

AT THE reported request of Eddie Cantor, the Lehn & Fink Products Co., New York (Pebeco toothpaste) will take the 7-7:30 p. m. spot formerly used by *Alexander Woollcott* for the Sunday night CBS Cream of Wheat Corp. broadcast. The same station lineup will be used by Cantor, the change becoming effective Jan. 5, when Cantor and his company return to New York from Hollywood. This change will put Cantor opposite Jack Benny who is on the NBC-WJZ network at the same time.

On Sunday, Jan. 5, the same sponsor will change the time of the *Leslie Howard* program. For Eastern and Mid-West listeners the program will be broadcast 2-2:30 p. m., with repeat for the Far West at 12 midnight. Both of these programs have been renewed.

Big Sachs Campaign

THE LARGEST retail radio campaign yet to be put on the air in Chicago was launched in December by Morris B. Sachs, men's and women's clothing store. Fifty-two week contracts were signed with five stations for 20 programs a week, a total of 15½ broadcast hours a week. The schedule is: WAAF, Monday thru Saturday, 7-9 a. m., a two-hour musical clock program; WBBM, Monday thru Friday, 10:30-10:45 p. m., girls trio and male singer; Saturday, 5:45-6 p. m., transcription; WMAQ, Monday, 11:15-11:30 a. m., transcription; WCFL, Sunday thru Thursday, 10:15-10:30 p. m., band and singer; and WIND, Gary, Ind., Sunday, 10:30-10:45 a. m. and 4:15-4:30 p. m., phonograph records. Schwimmer & Scott, Chicago, is the agency.

Hay Forms Talent Agency

GEORGE D. HAY, veteran announcer and the Solemn Old Judge of the *Grand Ole Opry* of WSM, Nashville, as well as manager of the WSM Artists Service, has established a booking agency, Hay & Phelps Inc., Nashville. Associated with him is Verne Phelps. The agency will handle all artists outside the WSM talent roster, formerly handled exclusively by WSM Artists Service, which Hay will continue to head.

GETTING HOT
in PITTSBURGH

Nearing the holidays the Thermometer of Business in the Steel City rose to 80.5 per cent of normal—the *highest since April 11, 1930.*

In the ten preceding weeks the Business Mercury rose 11.7 points . . . and it's still going up.

Pittsburghers are buying. And they continue to dial their most popular station . . . WCAE. Do they hear about you?

WCAE
PITTSBURGH · BASIC NBC RED NETWORK
National Representative
HEARST RADIO NEW YORK CHICAGO SAN FRANCISCO

COMPLETE
UNITED·PRESS
NEWS COVERAGE

IN THE CONTROL ROOM

CAPITOL Radio Engineering Institute, Washington, D. C., reports the following activities of its alumni: John A. Blackman, formerly with WACF, Dothan, Ala., is now with TWA air lines at Indianapolis; U. L. Lynch, formerly with WCAO, is now with EAT air lines in Jacksonville, Fla.; Roland C. Hale, formerly with WORC, Worcester, is now with WCOP, Boston; Richard T. Dick, former ship operator, is now with WCAX, Burlington, Va., in charge of technical operations; Don Holaday, formerly with KFRO, Longview, Tex., is now with KVSO, Ardmore, Okla.; Howard M. Zile, formerly with WSBC-WGES, Chicago, is now with WCBD, Zion, Ill.

R. H. OWEN, NBC engineer in charge at KOA, Denver, and Mrs. Owen, were in San Francisco the early part of December, following dedication of the network's Hollywood plant. Owen conferred with A. H. Saxton, NBC western division engineer and also inspected the San Francisco studios and engineering department.

ROBERT H. REID, formerly of WJAX, Jacksonville, Fla., has been named chief engineer of WTAL, Tallahassee.

JIM RUSSELL, former KROW, San Francisco, account executive, has gone to sea as a radio operator.

CHARLES SHAEFFER has been moved from the transmitter of KTUL, Tulsa, to the studio engineering staff. Bob Kistler replaces Shaeffer.

PROCTOR A. SUGG, NBC studio engineer, San Francisco, and an ensign in the U. S. Naval Reserve, has been commended by the Commandant of the 12th Naval District for services rendered during the recent fleet program on the Pacific Coast. Sugg voluntarily constructed and made available to the District a high-frequency radio compass at Pt. St. George., Cal.

WILLIAM KELBAUGH, former Navy operator, has joined the press staff of KDYL, Salt Lake City, working night schedules.

CARL KESLER, former page at WHIO, Dayton, has received his first class commercial engineer's license and has been transferred to the station's technical staff.

ARTHUR DAVIS, technician of Oleson Sound Studios, Hollywood, was married in December to Virginia M. Healy at Santa Monica, Cal. The couple had the ceremony recorded, giving the discs as Christmas gifts.

F. B. TAYLOR, formerly with the FCC, is now on the staff of the aircraft radio laboratory of the U. S. Army Signal Corps at Dayton, O.

V. N. JAMES, formerly with WLB, University of Minnesota station, is now on the staff of RCA Mfg. Co., Camden.

W. C. LENT, formerly with General Communications Laboratories, has joined the engineering staff of NBC in New York.

GRAHAM TEVIS, chief engineer of KMOX, St. Louis, has been elected chairman of the wireless division of the newly formed St. Louis Museum of Science and Industry. Harry La Mertha, veteran radio editor of the *St. Louis Globe-Democrat*, has been named secretary.

D. V. TOSTENSON, formerly of KGFK, WDAY and KGVO, has been named technical director of KIUP, Durango, Col.

WALTER E. HOLLAND, Philco's engineering vice president and director, has resigned to retire from active business to his ranch at Paul Spur, Ariz.

RADIO IN RHYME
A Radio Man Takes Pen In Hand To Do an Opus

NEWEST competitor for the title of Radio's Poet Laureate is Paul Alger, of Swarthmore, Pa., who has just published a book of poems titled *Random Rhymes of a Radio Man*. Plucked at random from his rhythmic soliloquies is this stanza from a poem called "Toast to Radio Engineers". It goes like this:

So here's our toast to the silent host
Of radio engineers;
The birds who roost in their shells of glass,
Plotting and planning how best to harass,
To convince an announcer he's only an ass
Despite the shape of his ears.

Among other selections are "Rats", "Mental Backwash to a Hog", "Second Dose for Prune Puss", "Radio See-saw", and "Announcer's Antidote".

EQUIPMENT

RCA MFG. Co. Inc., Camden, announces a new line amplifier, Type 55-A, a medium-gain amplifier also adapted for a number of special applications such as increasing the level on outgoing lines. A high impedance unit is provided, in addition to the usual line-matching input, for auditioning and monitoring. It is said to have a wide frequency range, minimum harmonic distortion, unusually low background noise level and ease in servicing. A booklet describing the amplifier has just been issued.

KDYL, Salt Lake City, has installed General Radio distortion and noise-level measuring equipment at its transmitter as well as a new beat frequency oscillator. Orders have been placed for Western Electric eight-ball microphones for studio and remote control use.

KBTM, Jonesboro, Ark., has put its new Truscon vertical radiator into operation. A new ground system uses six miles of copper wire and studios are completely high-fidelity.

H. W. ACTON Co. Inc., New York, announces a cutting needle for cellulose acetate records.

WGAR Dedicates Tower On Its Fifth Anniversary

WGAR, Cleveland, observed its fifth anniversary on Dec. 15 by beginning operation with its new vertical half-wave antenna, for which substantial claims in coverage were made. To celebrate the anniversary, the station presented a one-hour dedicatory program the same evening.

The new radiator, built by Vogt & Conant of Cleveland, is one of the first uniform cross-section towers in the country. It is 385 feet high and the tower proper is a three-sided uniform cross section structure, each side being 40 inches wide. It is constructed of steel, symmetrical from top to bottom. There are six insulated sections permitting engineers to test any one or combination of sections and study current distribution to insure proper and maximum efficiency. Another feature is that loading may be inserted in any section to change the current distribution to the tower.

WFMD, Frederick, Md. new 100-watter recently licensed, was scheduled to go on the air on Jan. 1.

KDYL

SALT LAKE CITY, UTAH

GETS ACTUAL RESULTS IN **SALES**

. . . and here's Why!

SHOWMANSHIP

Because showmanship is a religion at KDYL. A production staff is maintained, offering a background in music, sports, drama, news that assures that every program broadcast by KDYL will have the originality, finish and pace that make the difference between just another program and radio shows that SELL!

MERCHANDISING

Because KDYL renders the extra services that spell success for your campaign. Extensive and beautiful display windows at the studios, for which your displays are invited—paid advertising in all Salt Lake papers every day to sell your programs to the public—full cooperation with your dealers and distributors—a personal interest in the success of your advertising.

OUTSTANDING FEATURES

Because KDYL offers the finest in radio features. Up-to-the-minute news broadcasts from Transradio Press and KDYL news bureau—the unbounded facilities of the World Broadcasting System transcription library—the eight-year-old Kangaroo Club with a membership of 45,000 children—the Voice of the People—Rocky Mountain Ramblers—Nite Club of the Air—many others—and the cream of NBC sustaining and commercial programs.

an NBC Station

Representative
JOHN BLAIR & COMPANY
New York Chicago
San Francisco Detroit

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHAM, Rochester

Bunte Bros., Chicago (candy), 3 weekly *sa*, thru Fred A. Robbins Inc., Chicago.
Morton Salt Co., Chicago, 4 weekly *sa*, thru Wade Adv. Agency, Chicago.
Musebeck Shoe Co., Danville, Ill. (Health Spot shoes), 4 *t*, direct.
Stromberg-Carlson Telephone Mfg. Co., Rochester (radios), weekly *sp*, thru Stewart, Hanford & Frohman Inc., Rochester.
Regional Advertisers Inc., New York (gas), 2 weekly *t*, thru McCann-Erickson Inc., N. Y.
Mayflower Doughnut Corp., New York, 1 *sp*, placed direct.
Tide Water Oil Co., New York (Tydol, Veedol), 52 *t*, thru Russell C. Comer Adv. Co., Kansas City.
General Baking Co., New York (Bond bread), 65 *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Florida Citrus Commission, Tampa (fruit), 5 weekly *t*, thru Ruthrauff & Ryan Inc., Lakeland, Fla.

WOR, Newark

A. S. Beck Shoe Corp., New York, 3 weekly *sp*, thru Blaker Adv. Agency, N. Y.
Conti Products Corp., New York (castile soap), weekly *sp*, thru Henry S. Howland Inc., N. Y.
McKesson & Robbins Inc., Bridgeport, Conn. (drug products), weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
Webster Eisenlohr Inc., New York (Henrietta, Girard cigars), weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
E. Fougera & Co., New York (Vapex), weekly *sa*, thru Small, Kleppner & Seiffer Inc., N. Y.

WCSC, Charleston, S. C.

French Lick Springs Hotel Co., French Lick, Ind. (mineral water), 2 weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Swartchild Co., Chicago (jewelry), biweekly *sa*, thru Neisser-Meyerhoff Inc., Chicago.
Carter Medicine Co., New York (liver pills), 2 weekly *ta*, thru Street & Finney Inc., N. Y.
Piel Bros., Brooklyn (beer), 2 daily *sa*, thru Cowan & Dengler Inc., N. Y.
American Weekly Magazine, New York (publication), weekly *t*, direct.

WMAQ, Chicago

Washington Shirt Co., Chicago (haberdashery chain), 4 *sa*, thru Julian Frank Adv. Agency, Chicago.
Wieboldt Stores Inc., Chicago (department store chain), 3 *t* direct.
Curtis Publishing Co., Philadelphia (Saturday Evening Post), 3 *sa*, thru Simpers Co., Philadelphia.
Illinois Central Railway System, Chicago (transportation), 13 *sp*, thru Caples Co., Chicago.
Pure Oil Co., Chicago (Purol gasoline), 26 *ta*, thru Freitag Adv. Agency, Chicago.
Zenith Radio Corp., Chicago (radio sets), 8 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KDKA, Pittsburgh

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 78 *sp*, thru Mitchell Faust Adv. Co., Chicago.

KTSA, San Antonio

Sterling Casualty Insurance Co., Chicago, 3 weekly *sp*, thru Radio Broadcasting Inc., Chicago.
D & M Finance Corp., Chicago, 6 weekly *sa*, thru First United Broadcasters Inc., Chicago.
Willard Tablet Co., Chicago (proprietary), 6 weekly *t*, thru First United Broadcasters Inc., Chicago.
Glessner Co., Findlay, O. (Turpo), 640 *sa*, thru Philip O. Palmer & Co. Inc., Chicago.
Chattanooga Medicine Co., Chattanooga (proprietary), 7 *t*, thru Neisser-Meyerhoff Inc., Chicago.
Julian & Kokenge Co., Columbus (Foot-Saver shoes), 13 *sa*, thru Aubrey, Moore & Wallace Inc., Chicago.
A'Lure Toilet Goods Co., St. Louis (cosmetics), weekly *sa*, thru Kelly & Stuhlman Inc., St. Louis.

WGN, Chicago

Geo. A. Hormel & Co., Austin, Minn. canned foods), 6 weekly *sa*, thru Batten, Barton, Durstine & Osborn Inc., Minneapolis.
Mantho-Kreoamo Co., Clinton, Ill. (M-K Remedy), 4 *sp*, thru Beaumont & Hohman Inc., Chicago.
Pinaud Inc., New York (hair tonic), 3 *t*, thru Lord & Thomas, N. Y.

WTAM, Cleveland

Angostura-Wupperman Corp., New York (bitters), 3 weekly *sa*, thru Donahue & Coe Inc., N. Y.
Florida Citrus Commission, Tampa, Fla., (fruit), 6 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
W. A. Shaeffer Pen Co., Fort Madison, Ia. (fountain pens), 6 *sp*, thru Philip O. Palmer & Co. Inc., Chicago.

WMCA, New York

Remington-Rand Inc., New York (business machines), 6 *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Diamond Crystal Salt Co., New York, weekly *sp*, thru Advertisers Brdcstg. Co., N. Y.
Horowitz & Margarten, New York (Matzoths), weekly *sp*, thru Advertisers Brdcstg. Co., N. Y.
Ajax Hosiery Co., Phoenixville, Pa., 3 weekly *sp*, 6 weekly *sa*, thru Blaker Adv. Agency, N. Y.
Smith Brothers Co., Poughkeepsie, N. Y. (cough drops), 6 weekly *sa*, thru Hommann, Tarcher & Sheldon Inc., N. Y.
Wilbert Products Co. Inc., New York (No-Rub polish), weekly *sa*, thru W. I. Tracy Inc., N. Y.
Old Age Revolving Pension Plan, New York (Townsend plan), weekly *sp*, thru Tom Wallace Adv. Agency, Los Angeles.

WAIU, Columbus

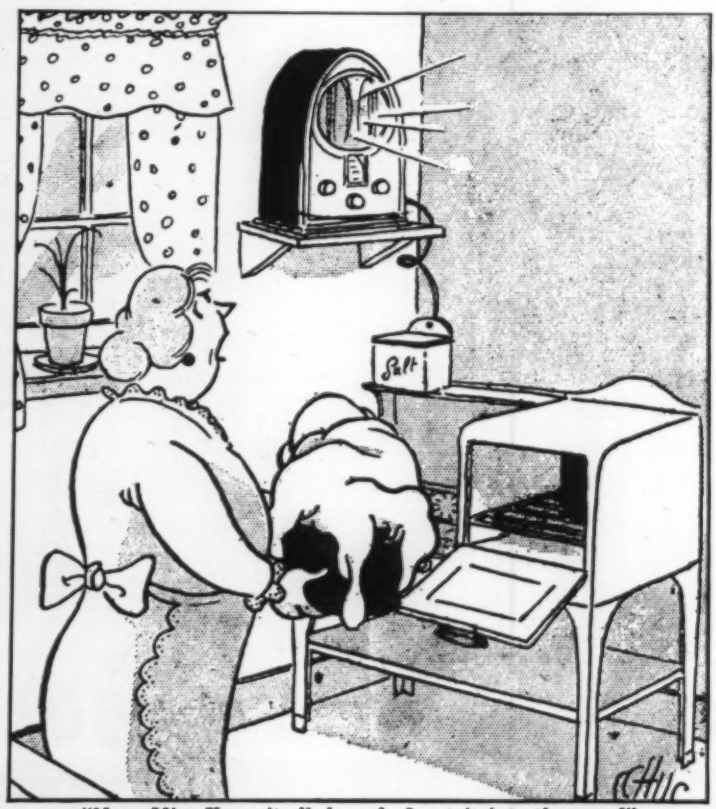
Bulova Watch Co., New York, 32 weekly *ta*, thru Biow Co., N. Y.
Central Shoe Co., St. Louis (Robin Hood shoes), 2 weekly *t*, thru Morenus Adv. Agency, Chicago.
Ward Baking Co., New York (Soft-Bun bread), 11 weekly *sp*, thru Fletcher & Ellis Inc., N. Y.

KNX, Hollywood

American Pop Corn Co., Sioux City, Ia., 2 *sp*, thru Coolidge Adv. Co., Des Moines.
Knox Co., Los Angeles (Cystex), 26 *t*, thru Allen C. Smith Adv. Co., Kansas City.

WENR, Chicago

Soprani Inc., Chicago (accordians), 4 *sp*, thru Frank L. Shepherd Inc., Chicago.



"Now, Miss Know-it-all, how do I get it into the oven?"
From San Francisco Examiner

WLS, Chicago

Altorfer Brothers, Peoria, Ill. (ABC Washing machines), 39 *sp*, direct.
Jelsert Co., Chicago (desserts), 13 *sp*, thru Rogers & Smith Adv. Agency, Chicago.
Dr. Salsbury's Laboratories, Charles City, Ia. (poultry products), 39 *ta*, thru N. A. Winter Adv. Agency, Des Moines.
Country Life Insurance Co., Chicago, 9 *sa*, 1 *sp*, thru Critchfield & Co., Chicago.
Smith Brothers Co., Poughkeepsie, N. Y. (cough drops), 90 *sa*, thru Homman, Tarcher & Sheldon Inc.,
Bernard Perfumers, St. Louis, 3 weekly *sa*, thru Hilmer V. Swenson Co., St. Louis.
Globe American Corp., Kokomo, Ind. (poultry supplies), 48 *sa*, thru Advertising Service Inc., Kokomo.
Sears, Roebuck & Co., Chicago (furs), 22 *sp*, direct.
Olson Rug Co., Chicago (rebuilt rugs), 132 *sp*, thru Philip O. Palmer & Co. Inc., Chicago.
Little Crow Milling Co., Chicago (Coco Wheats), 78 *sp*, thru Rogers & Smith Adv. Agency, Chicago.
Household Magazine, Topeka, Kans., 6 *sp*, thru Presba, Fellers, Presba Inc., Chicago.
Coyne Electrical School, Chicago, 13 *sp*, thru Philip O. Palmer & Co. Inc., Chicago.
John J. Lawler, Chicago (live stock sale), 1 *sa*, direct.

KMOX, St. Louis

Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes), 312 *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Kroger Grocery & Baking Co., Cincinnati (groceries), 104 *t*, thru Ralph H. Jones Co., Cincinnati.
Westinghouse Electric & Mfg. Co., St. Louis (electrical merchandise), 78 *sp*, direct.
Bernard Perfumers, St. Louis (Love Charm), 2 weekly *sp*, thru Hilmer V. Swenson Co., St. Louis.
L. Cohen Grocery Co., St. Louis, 156 *sp*, thru Hilmer V. Swenson Co., St. Louis.

KDYL, Salt Lake City

Union Pacific System, Omaha (rail transportation), daily *sp*, thru Ernest Bader & Co., Omaha.
Union Pacific Stages, Omaha (bus transportation), weekly *sp*, thru Ernest Bader & Co., Omaha.
Gardner Nursery Co., Osage, Ia., 3 weekly *sp*, thru Northwest Radio Adv. Co., Seattle.
Wheatena Corp., Rahway, N. J. (cereal), 3 weekly *t*, thru McKee & Albright Inc., Philadelphia.

KSFO, San Francisco

Pacific Guano Co., Oakland, Cal., (snail bait), 6 weekly *ta*, thru Tomaschke-Eliott Inc., Oakland.
Shaeffer Pen Co., Fort Madison, Iowa, (pens), 18 weekly *sa*, thru Philip O. Palmer & Co., Chicago.
Associated Oil Co., San Francisco (gasoline), weekly *sp*, direct.

WTMJ, Milwaukee

Union Pacific System, Omaha (transportation), 16 *sa*, thru Caples Co., Chicago.
Kroger Grocery & Baking Co., Cincinnati (chain store), 52 *t*, thru Ralph H. Jones & Co., Cincinnati.
Chappel Bros., Rockford, Ill. (Ken-L-Ration), 6 *sa*, thru Rogers & Smith Inc., Chicago.

KOMO-KJR, Seattle

Hemphill Diesel School, Chicago, 4 weekly *t*, 1 *sp*, thru R. H. Albers Co., Los Angeles.
Utica Knitting Co., Utica, N. Y. (underwear), 25 *sa*, thru John Thomas Miller, N. Y.

KFRC, San Francisco

Smith Brothers Co., Poughkeepsie, N. Y. (cough drops), 7 weekly *sp*, thru Hommann, Tarcher & Sheldon Inc., N. Y.

WBBM, Chicago

C. Max Mehl, Fort Worth (rare coin book), 13 *sp*, thru Guenther-Bradford & Co., Chicago.

AGENCIES AND REPRESENTATIVES

H. PRESTON PETERS, vice president and Eastern manager of Free & Sleininger Inc., station representatives, was married Dec. 17 to Miss Marjorie Hodgsdon of Old Lyme, Conn. The couple sailed on the *Castilla* for Guatemala, where they are spending their honeymoon on the bride's coffee plantation "Pacayal". They will return to New York the latter part of January via New Orleans and Chicago.

HORTON W. MALLINSON, for six years Chicago manager for Theis & Simpson, newspaper representatives, and more recently advertising manager of *Raquets*, a sports publication, has joined the sales staff of Furgason & Aston Inc., station representatives. At present Mr. Mallinson is located in New York but after Jan. 1 will return to Chicago for activities in the Midwestern area.

BLACKETT-SAMPLE-HUMMERT Inc., Chicago, has added three new members to the radio department. They are Earl Towner, formerly of Don Lee Broadcasting System; Alan Wallace, actor and director; Kirby Hawkes, formerly writer and director for CBS.

BROWN & TARCHER Inc. is the new firm name of the former Hommann, Tarcher & Sheldon Inc. agency, New York, following resignation of George H. Sheldon, vice president, to become executive vice president of O'Dea, Sheldon & Co., which formerly was Mark O'Dea & Co.

WIRE, Indianapolis, has appointed William G. Rambeau as national representative.

JOHN ROSE has been appointed business manager of the radio department for Blackman Adv. Inc., New York. Carlo de Angelo radio director, will handle only program productions.

GEORGE C. HOOPER formerly with the radio department of James H. Turner Adv. Agency, Chicago, has joined Firestone Adv. Agency, St. Paul.

A. E. AVEYARD, formerly with Lord & Thomas as vice-president, has been named to a similar post with Batten, Barton, Durstine, Osborn and is in charge of the Chicago office.

GUGGENHEIM Adv. Agency, San Francisco, has moved to larger offices in the Financial Center Bldg., doubling its space. Established since 1926, the organization, headed by George Guggenheim, represents many nationally known products along the Pacific Coast.

WNBR, Memphis, has named Wilson-Dalton as Midwest representative.

WALTON PURDOM, radio account executive, Emil Brisacher & Staff, San Francisco agency, was installed as president of the Milline Club on Dec. 20.

I. T. COHEN has been named chief of radio continuity of Kal Advertising, Washington.

FRANK OWENS, for three years with the radio department of Batten, Barton, Durstine & Osborn Inc., and prior to that assistant to the general sales manager of NBC, has resigned to join Cleveland B. Chase Co. Inc., New York radio prouction firm.

MacMANUS, JOHN & ADAMS, Detroit agency, has opened a Los Angeles office in the Petroleum Securities Bldg.

WALTER BIDDICK, Los Angeles station representative, has built a winter home at Palm Springs, Cal.

ALLAN MARIN, formerly with John Blair & Co., Chicago representative, has joined Neisser-Meyerhoff Inc., Chicago agency.

LIGHT TEST ON AIR—Probably the first broadcast of a light test was that on the General Electric Co. "Melody Master" program on NBC. Using the new GE light meter and a new sight-light demonstrator, Alston Rodgers (right) of GE showed that Arthur Pryor Jr., vice president and rad o director of Batten, Barton, Durstine & Osborn Inc., unconsciously selected more than 20 times the amount of light he ordinarily uses, as ideal for newspaper reading.

Katz Expanding Radio

E. KATZ Special Adv. Agency, New York, now representing several newspaper-owned radio stations as well as the newspapers, will shortly expand its activities in the station representation field, according to Eugene Katz, president. Several radio sales specialists will be added to the staff. While engaged primarily in national newspaper representation, with branch offices in seven cities, the company will also represent non-newspaper stations, Mr. Katz stated. The stations now represented are WKY, Oklahoma City; KLZ, Denver; WCOA, Pensacola, Fla.; WHIS, Bluefield, W. Va., and KGU, Honolulu.

Leavenworth to New Post

RALPH LEAVENWORTH, a vice-chairman of the ANA board and general advertising manager of Westinghouse Electric & Mfg. Co., Pittsburgh, has resigned the latter post to join Fuller & Smith & Ross Inc., Cleveland, as account executive for Westinghouse advertising. Westinghouse is planning to record a 13-episode series of quarter-hour transcriptions, titled *The Honeymooners*, for use by refrigerator dealers.

MBS Alters Rate Card

A NEWLY revised rate card has been issued by Mutual Broadcasting System, effective Jan. 1, 1936, and will be published in full in the forthcoming 1936 BROADCASTING Year Book. According to a preliminary announcement by E. M. Antrim, executive secretary of the network, the basic one-time night rates remain unchanged, though net rates for night time schedules of 13 weeks or more go up $24 to $90 per period. Single-time basic day rates go down from $7 to $45 per broadcast, with net rates for daytime series lasting 13 weeks or more remaining unchanged.

Best Daytime Station in the Land

WNAX

YANKTON, SO. DAKOTA

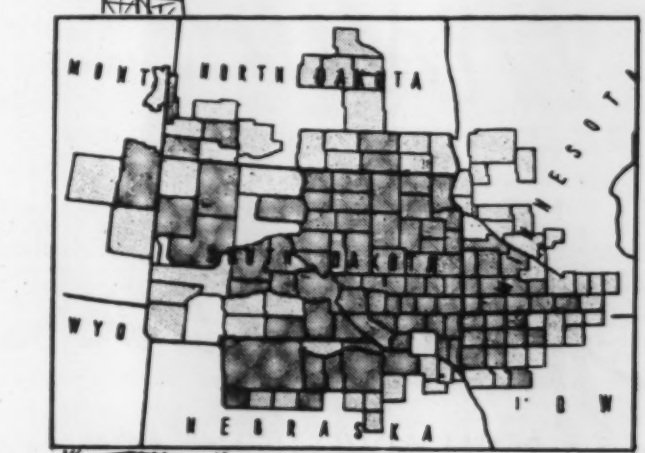
Complete Coverage of A Great Farm Area

•

5000 Watts Daytime CBS Affiliation

•

Clear Regional Channel Full Time



Representatives

WILSON-DALTON

Chicago-Kansas City

NORMAN CRAIG — New York

WALTER BIDDICK — West Coast

570 KILOCYCLES

Ice Series on NBC-WEAF

NATIONAL ICE ADVERTISERS Inc., Cleveland (ice manufacturers) will start the *Mary Pickford* program on an NBC-WEAF network on Wednesday, Feb. 5, 10-10:30 p. m. and each Sunday following for 26 weeks. The corporation was formed by the National Association of Ice Manufacturers to carry out their $600,000 advertising plans. The program will operate under the advertising slogan "Cold Alone Is Not Enough" and will originate from Pickfair, Miss Pickford's home in Hollywood. Guest celebrities from all the movie studios will be brought to the microphone during the series. Donahue & Coe Inc., New York, has been appointed to handle the account. Radio is the major medium.

A MILLION DOLLARS WORTH OF SOUND EQUIPMENT

Absolutely of no use if it were not for the little steel needle that forms the link between the record and your audience.

Mfg. by W. H. BAGSHAW CO. Lowell, Mass.

Dist. by H. W. ACTON CO. 370 7th Ave. New York City

Send for Samples

TRANSCRIPTIONS

TITAN PRODUCTIONS Inc., San Francisco transcription concern, has started a library service which is being stocked with 1000 musical and novelty transcribed selections. The service is under supervision of Clark Wilson, recently appointed musical director.

MacGREGOR & SOLLIE Inc., San Francisco transcription producers, announce that two Mexican radio stations, XEPN, Piedras Negras, and XERA, Mexico City, have subscribed for their musical library.

H. CHAMBERLIN, formerly with W. L. Brann Inc., Batten, Barton & Osborn Inc., and other agencies, has joined Grombach Productions Inc., New York transcription and program firm, as vice president. Ted Sills, formerly of Chicago Civic Repertory Co. and Goodman Repertory Co., has joined the firm as a production director.

FRANK ZAMBRINO, Chicago manager of Radio Transcription Co. of America, Hollywood, has returned there after an absence of a year. He was accompanied bf Ben Crose, West Coast manager, who had been in Chicago two months.

HOLLYWOOD Recording Studios, Hollywood, went out of business in December.

ART FULTON has rejoined Freeman Lang sound studios in Hollywood after an absence of 15 months. He will have charge of traffic activities.

LESLIE RAY RAYMOND was found dead in his car at Palos Verdes, Cal., in mid-December. Lately in sales work, he had for years been with Oakland radio stations conducting a program for children.

thank you, friends.

BOTH ADVERTISING AGENCIES AND ADVERTISERS FOR HELPING US TO MAKE 1935 A BIGGER BUSINESS YEAR

WHAS

50,000 WATTS, LOUISVILLE, KY.

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

Law Partnership Formed By Loucks and Scharfeld

Mr. Scharfeld

ARTHUR W. SCHARFELD, Washington radio attorney associated with the law firm of Kirkland, Fleming, Green & Martin, of which Louis G. Caldwell is Washington resident partner, has resigned effective Jan. 1, on which date he will join in a partnership with Philip G. Loucks, former NAB managing director. The law firm of Loucks & Scharfeld will be established, with offices in the National Press Bldg., Washington.

Mr. Scharfeld has been in Mr. Caldwell's firm since he resigned from the Legal Division of the former Radio Commission in 1930. For two years he had served as an attorney on the Radio Commission staff. He is a graduate of Harvard University and Harvard Law School.

TUNE ELSEWHERE

WSM Invites Its Listeners to Shift Temporarily

ON DEC. 22 at 9 p. m., WSM, Nashville, urged its listeners "to tune to some other station where you'll find entertainment probably more to your liking."

And then for several hours the facilities of WSM were used by National Life & Accident Insurance Co. Inc., owning the station, for a radio Christmas party for its 3,000 agents. In making the invitation to listeners, Edwin W. Craig, National vice president, said:

"We ask that of 6,552 hours of broadcasting yearly, which WSM furnishes—18 out of 24 every day—we ask just these few for our own rather large family. The air is full of good entertainment, designed for the entertainment of the general listening audience. While you are cordially invited to stay with us, we feel that you should know that our programs tonight are designed especially for the Shield Family."

All WSM artists participated in the party, which included programs from all WSM studios and a score of remote pickups.

7 out of 10 Listeners to BUFFALO STATIONS tune in WGR or WKBW between 5 and 7 P. M. says Ross Federal

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO

Represented by FREE & SLEININGER

RADIO ADVERTISERS

GENERAL HOUSEHOLD UTILITIES Co., Chicago (Grunow radios, refrigerators), has named Roche, Williams & Cunnyngham Inc., Chicago, to service its account.

AMERICAN AUTOMOBILE ASSN., Washington, has used several announcements in the Capital to warn motorists of cold weather. Henry J. Kaufman, Washington, places the account.

DR. STRASSKA LABORATORIES, Los Angeles (toothpaste) on Jan. 6 starts a thrice weekly series of quarter-hour studio programs *Congo Bartlett in Ethiopia*. Grace Glasser Adv. Agency, Los Angeles, has the account.

WALTER F. KOKEN & Co., St. Louis (cosmetics), planning to use radio, has placed its account with Oakleigh R. French Inc., St. Louis.

KOPS BROS. Inc., New York (Nemo corsets) has named E. T. Howard Co., New York, to service its account.

DETROIT & CLEVELAND NAVIGATION Co., Detroit (lake transportation) has placed its account with N. W. Ayer & Son Inc., New York.

DELCO APPLIANCE Corp., Rochester, N. Y. (Delco Heat Division has placed its advertising with Lord & Thomas, New York.

CHARLES GULDEN Inc., New York (mustard) has transferred its account to Erwin, Wasey & Co. Inc., New York.

HYGRADE SYLVANIA Corp., New York (radio tubes), has placed its account with Richardson, Alley & Richards Co., N. Y.

VADSCO SALES Corp., Long Island City, N. Y., is advertising Djer Kiss & Mavis cosmetics through Blackman Adv. Inc., N. Y.

B. T. BABBITT Inc., New York (Bab-O cleanser) has appointed Blackett-Sample-Hummert Inc., New York to handle its advertising.

HOLLYWOOD Academy of Physical Education has appointed Newkirk & Lawrence, Los Angeles agency, to handle its advertising. Initial effort will be via radio in California. The first contract was made with KFWB, Hollywood, for 52 weeks with five quarter-hours a week.

CARL'S BAKERIES, Milwaukee, has taken Oleson sound studios *Congo Bartlett in Ethiopia* series of 26 quarter-hour transcriptions for use on WTMJ, that city. The bakery firm will use Ethiopian trail and exploration maps as giveaways on evidence of purchase.

Westinghouse Fete

WESTINGHOUSE Electric & Manufacturing Co., which launched regularly scheduled broadcasting when KDKA went on the air in 1920, will observe its Golden Jubilee Year in 1936. The 50th birthday occurs on Jan. 8, and a family gathering for the 12,000 employes in the Pittsburgh district will be held simultaneously with meetings of Westinghouse employes in every important factory and office in the country. Some 40,000 employes are involved, and the Pittsburgh program will be broadcast to all of the other meetings over the Westinghouse short-wave transmitter, W8XK, Pittsburgh. It also will be picked up by international representatives in foreign countries.

P. LORILLARD Co., New York (Muriel cigars) on Jan. 4 starts *Muriel Sport Page of the Air* on WEAF, New York, the same hour formerly used for the Lorillard NBC sports program.

Federal Programs Over Short Waves Predicted by Payne

FCC Official Says Broadcasts From Arlington Are Planned

AGAIN sharply criticising American broadcasting, this time largely on the basis that short wave relay broadcasting from this country carries advertising which is alleged to be "riling" the people of South America, Commissioner George Henry Payne, Republican member of the FCC Telegraph Division, lecturing before Syracuse University students Dec. 16, declared that this "disagreeable situation is about to be cleared up by the government itself."

Devoting a very small portion of the press release on his lecture to the activities of his own division, which he intimated is functioning smoothly by comparison with the other two FCC divisions, Mr. Payne pointed out that the rectification will come in the form of cultural and intellectual programs to be broadcast from Arlington under U. S. government auspices via the five short waves reserved by presidential order under the 1932 Montivedeo conference agreement of the American republics.

Thus far the State Department, to which was left the plans for utilizing the short waves, has made no announcement of such plans.

[EDITOR'S NOTE: While asserting that American commercial programs received in South America are irking citizens of the nations there, Mr. Payne did not point out that all but a handful of broadcasting stations in South America are commercially operated — and that, according to reliable reports received here, the South Americans have by no means achieved the finesse in presenting sponsored programs already accomplished here.

Advertising is commonplace on the air in South America, where the same system of non-governmental support prevails generally that is in vogue in the United States, so that the relatively small number of commercial programs relayed from this country via short wave adjuncts of regular broadcasting stations can hardly be regarded as offering something newly offensive to listeners there. Indeed, reports from South America have indicated that American commercial programs that can be heard there are among the most popular of all programs received.]

Class Allocations

ALTHOUGH the FCC Broadcast Division faces such problems as super-power, higher regional powers, new rules and regulations and television, Mr. Payne asserted that "the main problem in this [Broadcast] Division is the demand on the part of educational, religious and labor leaders for what they consider a fairer division of broadcasting facilities. With this goes also the complaint of the public as to the character of the advertising programs."

Because his espousal of the demands for such class allocations of facilities has met considerable adverse criticism, Mr. Payne goes on record as favoring some of the work of the commercial broadcasters and admitting that government ownership of the radio without advertising support would not be favored here. He added:

"Inasmuch as I have, at various times, seemed to be a sharp critic of commercial broadcasters, I believe it is only fair that I should say, what I have said before, that they deserve great credit for some of their programs. I am personally deeply grateful always for the two hours on Sunday of the New York Philharmonic, and other philharmonic societies elsewhere are building up respect for radio, while at the same time they are intensifying the feeling that what can be of such noble use should not be debased by a mercenary spirit and frequently vulgar high pressure salesmanship.

"As I said at Columbia University, I do not think this country is in favor of such a system as that in Great Britain and other countries where no advertising is permitted and where the radio is either government-owned or government-administered or dominated.

"What the people want, I believe, and I am very glad to say that in my talks with some of the important top figures in the radio industry they are inclined to consider most favorably, is some standard applied to the advertising. Surely nobody could but praise the good taste with which the Ford Motor Co. puts on its programs, or the Philco, or as one educator wrote me from California, with which the Standard Oil furnishes the symphony concerts to the people on the West Coast."

Change in Two-Year Rule Allows Former Employes Of FCC to Be Witnesses

AN AMENDMENT to the so-called "two year rule" adopted by the FCC last May under which its attorneys and employes are prohibited from practice before that agency for two years following their resignations, was adopted by the FCC Dec. 18. The amendment has the effect of modifying the rule so that engineers and others may appear before the FCC as "witnesses in any hearing, investigation or other procedure." It does not modify the restriction against attorneys, however.

Prior to adoption of this amendment, it was learned, the FCC voted down a proposal that the rule be modified to bar attorneys from practice only on matters pending before the FCC at the time they were so employed. This would have made the rule conform with the procedure in force before the Treasury Department.

The new rule, as amended, reads:

No one serving on the FCC on or after July 1, 1935, shall be permitted to practice, appear, or act as an attorney or agent in any case, claim, contest or other proceeding before the Commission or before any division or agency thereof, until two years shall have elapsed after the separation of said person from the said service.

Nothing herein should be construed to prevent any former officer or employe of the FCC from appearing as a witness in any hearing, investigation or other proceeding before it.

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

STUDIO NOTES

NEW studios of WLW, WSAI and W8XAL in downtown Cincinnati are nearing completion, with some programs still to be broadcast from the studios at the Crosley Radio Corp. plant. The new studios include a large music library with arrangers assigned to miniature studios of their own, adequately sound-proofed. Similar rooms are arranged for the 14 members of the continuity department. New crystal-type microphones will be used, in all-directional, bi-directional and uni-directional types. The largest of the five studios will seat 175 and accomodate large orchestras. Last to be completed is the studio for transcriptions and news broadcasts. Sales offices will be located at the downtown site. Total floor space of the new studios will be 16,000 square feet.

WMEX, Boston, in mid-January will move its studios to larger quarters to be located in the WMEX Bldg., 70 Brookline Ave. Three large studios will be equipped, the largest 42 x 24 feet. The control room will command a view of the three studios and transcription room and will be raised about three feet. above them. The reception room also will command a view of the three studios.

Peaceways a Sustainer

CBS is broadcasting *World Peaceways* as a sustaining feature, the first of these sustaining programs having been given Christmas night, but starting Jan. 3 the program will be heard each Friday at 10:30-11 p. m. H. V. Kaltenborn, CBS commentator, serves as master of ceremonies. Guest speakers and artists will appear. The program formerly was sponsored by E. R. Squibb & Son, New York.

Now Operating On 890
Kilocycles

KFPY

Pioneer Broadcasting Station of Spokane

Covers the Spokane

Washington

300 Million Dollar

trading area like a double blanket

REPRESENTATIVES

J. H. McGILLVRA, 485 Madison Avenue, NEW YORK . . . and Palmolive Bldg., CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES and 601 Russ Bldg., SAN FRANCISCO

Increase 1936 Sales On the Dial at 1010

The large number of advertisers broadcasting over WHN has made 1935 a year of outstanding success for the *Station of Stars*. You, too, can take advantage of WHN's unequalled background of showmanship to insure your sales success in 1936 in the largest market in the world . . . Greater New York . . . a service to you that combines the triple entertainment success of WHN, Metro-Goldwyn-Mayer Pictures and Loew's world-wide circuit of theatres.

We believe that a sincere interest in building sales compelling programs for you and our keen understanding of the types of entertainment that unfailingly build and sustain audiences, explain the rapid rise of WHN to leadership in local popularity. It is yours to command . . . a skilled production staff with first call on unequalled talent sources . . . WHN Artists' Bureau, William Morris Agency, M-G-M Studios and Loew's Theatres.

WHN

Loew State Theatre Bldg.
B'way and 45th Street
New York, N. Y.
1010 Kilocycles 1000 Watts

Quick, WATSON, THE NEEDLE!

Listen

TO THE FINEST RECORDINGS that cost 40% less!

IF you will take time off—in your offices or ours—fifteen minutes will satisfy your ears and your good judgement.

Hear typical specimens of our regular 16" recordings for a fifteen minute program — off-the-air and electrical transcription. Then a 16" recording on each side — of a full, uninterrupted 30 minute program!

Your ears will not deceive you in deciding that quantity has not been sacrificed to quality, that the reproduction is worthy of your finest programs — instrumental or vocal.

Your common sense will tell you these factors plus 40% lower costs mean large savings in production, mailing, shipping and storing costs.

In your offices or ours—a letter or telephone call will do it.

RADIO & FILM METHODS CORP.

Dyer Process Recording
101 PARK AVENUE, NEW YORK
CAledonia 5-7530
NATIONAL PRESS BLDG., WASH. D. C.

PROGRAM NOTES

TABULATION of 32,875 letters received by MBS on the question "Should President Roosevelt Be Re-elected", asked by Drew Pearson and Robert S. Allen on their *Washington Merry-Go-Round* program for Gruen Watch Maker's Guild, Cincinnati, showed a 2½ to 1 vote in favor of the President's re-election. The program is broadcast Tuesdays and Saturdays 7:45-8 p. m. De Garmo-Kilborn Corp., New York, is the agency.

IT'S *You and Your Government Series* having recently won the award of the Women's National Radio Committee as the best non-musical sustaining program on the air, the American Academy of Political and Social Science is going on NBC every Tuesday evening for 19 weeks, Feb. 4-June 9, 1936, 7:45-8 p. m. (EST with a new national forum on public questions, to which noted educators will be called.

KTUL, Tulsa, will stage its annual *KTUL Revue and Dance* in Tulsa's 6000-capacity coliseum on New Year's Eve. Staff artists appear in an hour's program and studio orchestra plays for dancing until 3 a. m. Regular night club admission is charged.

KYA, San Francisco, has inaugurated a new policy of translating titles of classical music—symphonies, operas, etc.—into English, as well as announcing them in the original language.

THE TOBACCO market in Reidsville, N. C., is completely sold on radio, using WBIG, in Greensboro, for two months sponsoring Transradio news. All records in amount and prices have been broken on the Reidsville market. WBIG's region centers more than 75% of the tobacco plantations from which American cigarettes are manufactured.

THIS DRIVER PLEDGES TO USE

CARE COURTESY *and* COMMON SENSE

TO HELP
NEW YORK POLICE SAFETY CAMPAIGN
METROPOLITAN GARAGE BOARD OF TRADE, INC. CO-OPERATING

TO MOTORISTS — Who listen to the weekly police department safety broadcasts on WMCA, New York, and write to him, Officer James Dixon mails windshield stickers like this.

"HAPPY-GO-LUCKY HOUR", one of the oldest five-day-a-week afternoon variety shows on the Western airlanes, and cradle of many now nationally known radio stars, has been taken off the CBS-Don Lee network, after almost eight years of continuous broadcasting. Harrison Holliway, manager of KFRC, San Francisco, announced that the broadcast has been removed only temporarily from the schedules. The hour broadcast was recently divided, with the first half hour eminating from KFRC. Balance of the broadcast was from KHJ, Los Angeles.

FRD* No. 12 Reporting for Duty, Sir!

1—Christmas brings from 6 to 38% increase in sales.

2—That trade conditions are so favorable that millions of dollars of 1934 origin are now in circulation.

3—Ranges and pastures for cattle in Northern California are now in their prime.

4—That passenger and commercial car sales for the first 11 months were considerably more than the total sales for any of the four preceding years, and slightly more than the first 11 months of 1930.

5—That the Southern Pacific R. R. has reported that $55,500,000 will be spent in 1936 for maintenance and equipment, an increase of close to 5½ millions over 1934.

6—893 new industries have located in San Francisco since 1931.

7—That the man-hours involved for the two San Francisco Bay bridges will consume 79,850,000 hours.

8—That all these factors combined spell BUYING POWER, in San Francisco. Why not cash in NOW!

KYA

The Voice of the Examiner

National Representative:

Hearst Radio New York Chicago San Francisco

* Federal Reserve District

KTRH, Houston, gave a vivid picture of recent flood damage, Ted Nabors and Harry Grier describing desolation in the downtown district from the roof of the Rice Hotel, where KTRH studios are located. A number of KTRH artists found it necessary to wade barefoot across viaducts to get to the studios. The flood waters came within a block of the studios.

AN OUTSTANDING local speaker is invited to participate each week in the *Woman's Radio Revue* program of KDYL, Salt Lake City. The program includes a ten-minute true life drama and a five-minute fashion talk.

FROM his study, Dr. W. A. Stanbury, Greensboro, N. C., minister, broadcasts common sense advice on personal and home problems on WBIG under the title *From the Pastor's Study*, using a quarter-hour at 8:45 p. m. Wednesdays.

KFEL-KVOD, Denver, gave a sponsored play-by-play account of the football game Dec. 15 between the Detroit Lions and New York Giants, at Detroit, for the professional championship. Program was wired from Detroit because of Mountain terrritory interest in local men on the teams.

KHJ, Los Angeles, recently staged a *Newsboy Calling Contest*, awarding three prizes to winners.

WMAZ, Macon, Ga., on Dec. 23 began four news broadcasts daily through arrangement with the *Macon Telegraph and News*. Associated Press dispatches will be used. Under the arrangement, program schedules of the station will appear daily in the two newspapers.

KSFO, San Francisco, has inaugurated a nightly 15-minute feature which is used solely for previewing and plugging other daily programs on the station. Highlights of programs have been transcribed especially for the broadcast, and are used along lines similar to movie trailers.

KOIL, Omaha, in its daily *Behind the Scene* program, included portions of the article on RCA television which appeared in the Dec. 15 issue of BROADCASTING, with John M. Henry, KOIL manager, reading the excerpts on the program, which he conducts personally.

KMOX, St. Louis, celebrated its tenth anniversary Dec. 14 with a program commemorating the station's growth in the Mayfair Hotel, St. Louis, with 5,000 watts (at that time the maximum power allowed), to its present magnificent quarters in the new St. Louis Mart Building from which it broadcasts with 50,000 watts on a clear channel. Launched under the co-operative sponsorship of 17 St. Louis business houses, KMOX was taken over by CBS in 1932 and is today one of that network's key stations, originating more than 2200 chain programs a year.

KGNC, Amarillo, Tex., is broadcasting a farm hour in which the farmers themselves participate, rather than experts. The program, broadcast Saturday mornings, in addition to the daily farm broadcasts presents the experiences of farmers who have learned their methods by the trial-and-error method. The Texas Extension Service is cooperating, with county agents assisting in arrangement of programs.

WHO Asks 500 Kw.

IN ANTICIPATION of changed policies governing super-power on clear channels, WHO, Des Moines, on Dec. 23 filed with the FCC an application for an increase in power from 50,000 to 500,000 watts. Two others — KNX, Los Angeles, and WGN, Chicago—have similar applications pending. The only station in the country using a half-million watts is WLW, Cincinnati, 450,000 watts of which are licensed on an experimental basis.

Agency-Newspaper Plans In Canada Are Opposed

PROPOSED new regulations of the Canadian Daily Newspapers Association relating to publisher-agency-advertiser relations and compensation were opposed by the Association of Canadian Advertisers in a presentation made public Dec. 27.

Paralleling somewhat the views of the Association of National Advertisers of this country, the presentation agreed that something should be done to rectify these relations, but it objected vigorously to the method proposed by CDNA and the Association of Canadian Advertising Agents.

Specifically, the ACA objected to the conclusion in the proposed new franchise regulations that the advertising agency is the employe of the publisher. The agency, it maintained, under law is the servant of the advertiser. On this score, it was suggested that all parties concerned consider the advisability of the publishers adopting net rates for their space, and placing squarely upon the shoulders of the advertiser the responsibility for paying his servant, the agency, for services rendered.

Further, it was argued, the new regulations would make it difficult for new blood to enter the agency field, by imposing rigid restrictions upon new franchises.

Under the commission form of remuneration, the reception of rebates, in some cases, and the payment of additional fees in others, it was held, are the only methods which advertisers can employ to bring agency remuneration in line with the service rendered. The proposed new regulations would prohibit rebating of commissions and the auditing of agency books, and according to the ACA, would prevent such adjustments as have previously been in force.

Five Broadcasters Agree To Stipulations of FTC

WESTERN BROADCAST Co., operating KNX, Hollywood, has entered into stipulations with the Federal Trade Commission to abide by action taken in five cases before the Commission involving companies which allegedly advertised their products over KNX. The five companies had previously entered into stipulations with the Commission to cease and desist from certain advertising practices. The companies are: Nourishine Manufacturing Co., Los Angeles; Germania Tea Co., Minneapolis; Old Mission Tablet Co., Pasadena, Calif.; King's Better Vision Institute, Los Angeles, and Tablet Sixty-Six Co., Los Angeles.

WNAC, Boston; WCSH, Portland, Me., and WGAR, Cleveland, have agreed to abide by Commission action in a case involving K. A. Hughes Co., Boston, dealer in Salicon, a cold remedy.

Truth Publishing Co. Inc., operating WTRC, Elkhart, Ind., admits broadcasting advertisements for Deuel's, of Centerville, Mich. (ointment) and agrees to abide by a stipulation previously entered into by the advertiser with the FTC.

Prince Matchabelli Perfumery Inc., New York, has agreed to stop advertising the words "26 Rue Cambon, Paris," or similar terms which indicate that its products are imported.

DID THEY LISTEN!
WHIO Santa Program Arouses Phone Company

WHIO, Dayton, for the first time in its 11-month existence, was forced to revise a program after its first appearance because of too much response. The station had planned a three-a-week program in which children in the Dayton homes could call "Santa Claus, direct to the North Pole" with the parents of the children being able to hear the two-way conversation through their own radios. The program was sponsored by the Sears, Roebuck & Co. local store.

The studio was wired for the two-way program with Rudolph Werner, actor, receiving the call through a head-set. Only 18 calls were put on the air, but the telephone company called station officials and insisted they discontinue the show. Later in the afternoon telephone officials forwarded a letter to the effect that the program had "jeopardized the service of the entire community". A total of more than 5000 calls had been received during the first half-hour.

So WHIO decided it would be better for children to write and have Santa Claus call them during the program hour.

Many American Stations Heard Direct in England

NOT all the listening abroad to American programs is on the short waves. According to "Night Watchman", reporting in *World-Radio* of London, a number of American stations are heard directly on their regular waves in England due to the fact that West-to-East transmission is usually better than East-to-West, a phenomenon noted on the Pacific Coast also where Japanese stations sometimes come in quite well. Nor were the stations heard in England all on clear channels; some were regionals of lower powers. Among the stations listed as heard during November were WABC, WJZ, WEAF, WNEW and WHN, New York; WBZ, WAAB and WNAC, Boston; WTIC, Hartford; WLW, Cincinnati; WPG, Atlantic City; WCAU, Philadelphia; WGY, Schenectady; WHAM, Rochester; WBT, Charlotte; WIOD, Miami.

Group Formed to Foster Interests in Shortwaves

FORMATION of the Shortwave Institute of America Inc., was announced Dec. 16 by Oswald F. Schuette, former newspaperman and former copyright counsel of the NAB. Mr. Schuette is president of the Institute which, he said, is organized to "stimulate the development of shortwave radio by fostering the public interest in international broadcasting, radio telephony, radio telegraphy and television."

Mr. Schuette declared there are 5,000,000 short wave radio sets in use in American homes, and it is estimated that a like number will be sold in 1936. About 100 shortwave stations are broadcasting daily but at present there are no facilities for dissemination of their complete programs. The Institute, he asserted, will provide a clearing house for these schedules and arrange for their distribution to set owners.

Acclaimed for their **Brute Strength** *and High Fidelity!*

The development of the "GREEN SEAL" DISC, the result of years of experimentation and manufacturing experience, has opened a new era in the field of high fidelity reproduction. The super-sensitive, extremely pliable surface of the non-breakable "Green Seal" disc makes it possible to record on any standard wax cutting machine. Supplied with three center holes, preventing slippage during cutting, the disc is non-inflammable and will not deteriorate with time.

INSTANTANEOUS RECORDING EQUIPMENT IN ITS MOST CONVENIENT FORM.
PRESTO INSTANTANEOUS RECORDER

The Universal Instantaneous Recorder has long been specified as standard equipment by the largest broadcast stations and transcription laboratories in the country. Its complete portability—compactness and dependable operation makes the Recorder a necessary unit of accessory equipment in all efficient studios.

Consult with our engineering department regarding your recording difficulties.

All Presto equipment is unconditionally guaranteed.

PRESTO
RECORDING CORPORATION
139 West 19th Street, New York, N. Y.

New Stations Urged

NEW STATIONS in Chattanooga and Lima, O., were recommended to the FCC Dec. 23 by its examiners following hearing. Examiner George H. Hill recommended granting of the application of W. A. Patterson for a new station on 1420 kc. with 100 watts daytime. Granting of the application of Herbert Lee Blye, former operator of WTBO, Cumberland, Md., for a new station at Lima on 1210 kc. with 100 watts, daytime, was recommended by Examiner Melvin H. Dalberg.

RESPONSE!

BROADCAST at the day's low-point of listener-interest (4:00 to 4:30 P. M.) the WTMJ "Corner Grocery" program in one month brought a mail response from 2,479 listeners (no "give-away hook") in 232 towns in five states.

WTMJ
The Milwaukee Journal
Representatives, Ed. Petry & Co.

Record Year Behind, Radio Soars

(Continued from page 11)

ture but also to making broadcasting a still more dynamic influence in the cultural life and growth of our people."

Optimism as to sales prospects was voiced in the following statement from H. K. BOICE, CBS vice president in charge of sales:

"One of the major trends in 1936 will be, I think, the increasing number of advertisers on the air 52 weeks of the year. Another will be the increased use of daytime broadcasting, particularly by those advertisers whose major appeal is to the woman and to the child. As more advertisers discover how large and receptive an audience awaits their sales message during the day, and how inexpensively it can be reached, there should result more and better programs directed at this audience. These factors will have a tendency to straighten out the curves in the monthly broadcasting volume we saw in the early days of the industry."

Fitzpatrick Notes Gains

SPEAKING for the industry as a whole, NAB President LEO J. FITZPATRICK, who also manages WJR, Detroit, states that 1936 will see "an intense interest focused on radio due to the fact that the peak of listening interest is always reached in the year of presidential elections." He continued:

"It will be brought home more forcibly than ever before what a vital adjunct radio is in American life. The past six months have demonstrated that radio is well established in an onward and upward trend, but the forthcoming keen attention from listeners in all walks of life will be a renewed challenge to our efforts."

Pepsodent, Fitch See Rises

AMONG the prominent radio advertisers, extreme optimism is expressed. HARLOW P. ROBERTS, advertising manager of the Pepsodent Co., pointed out that the company has two network programs running namely, *Amos 'n' Andy* five nights a week, and the *Al Pearce* show three afternoons weekly. "Whether we will maintain both programs throughout the 52 weeks for next year," he said, "no one knows. It is a safe prediction that our radio expenses for next year will at least be the same and probably more than for this last year."

F. W. Fitch Co., states GAIL W. FITCH, its advertising manager, will increase its general radio budget by about 25% in 1936, all of which will be for network shows. "Personally," he said, "I believe that radio advertisers during this year have learned some very valuable lessons, which should, not only in 1936 but in the future, be of great value to the industry as a whole. I believe that 1935 has proven that it takes something more than a high salaried entertainer to keep an audience, and further, that intelligent cooperation between sponsors and performers is essential to the successful promotion of a program with the resultant sales which are necessary to carry on the advertising expenditure."

Utilities Keep to Radio

STANDARD OIL Co. of California, one of the seasoned radio advertisers on the Coast, will continue in 1936, under present plans, the schedule of 1935, entailing an estimated expenditure of $225,000, according to E. J. MCCLANAHAN, manager of sales development.

Cities Service Co., one of the oldest of the network advertisers, will continue its one-hour show over NBC, according to ELLIOTT MCELDOWNEY, director of advertising and news. On the 1936 outlook he said:

"There is no longer any doubt that broadcasting is one of the major mediums for reaching the public, no matter what the advertising problem may be. Whether it be to make known a sales message, a matter of company policy or an explanation of operations and consumer facilities, radio advertising seems to be exceptionally capable of performing these missions. Broadcasting, as an important medium, undoubtedly will hold its own permanently in the field of publicizing.

"Hundreds of major sponsors now patronize broadcasting where just a few years ago they were numbered by the score. And shortly before that there were only the venturesome few. This progress that has been made is, in itself, the most practical comment regarding the utility of broadcasting. The fact that Cities Service has been on the air for ten years is sufficient evidence, I believe, regarding our belief in its general usefulness."

Philco Expects Big Year

PHILCO, one of the big radio advertisers, as well as the leader in radio set sales, anticipates a big year in 1936 for the industry as a whole. T. A. KENNALLY, sales manager, declared:

"There are sound and logical reasons for anticipating a continuance of the healthy growth of the broadcasting industry in 1936. During recent months there has been a clearly discernible increase in listener interest, as reflected in the rising curve of radio sales, especially with regard to all-wave sets.

"This stimulation of public interest in radio is due to many varied factors including the continued improvement of receiving equipment, the many fine programs broadcast by our domestic stations, and the focusing of public interest on programs of foreign origin as broadcast by short-wave and rebroadcast by domestic stations. There is every reason to believe that during 1936 radio will have a larger, more appreciative audience than ever before; and that sponsors and broadcasters will make increased efforts to reach and please that audience."

Young & Rubicam Gain

AMONG the agencies, the same sort of optimism is apparent. WILLIAM R. STUHLER, Young & Rubicam radio director, declared he expected the business of broadcasting to move ahead in 1936 with the same, if not greater, momentum than that which characterized 1935. His own agency, he declared, enjoyed a substantial increase in radio business over 1934.

"We found," he continued, "that network advertisers used more and more stations and made larger talent appropriations. Everything points to the continuance of this trend. Several of our clients will increase their 'spot' activities and may become network sponsors before the end of 1936. To handle the increased volume our radio staff has recently been expanded by the addition of five new members."

Kynett and Botsford Report

AN INCREASE of 20% in transcription spot and of 10% in network appropriations for accounts handled by the Aitkin-Kynett Co.

Results? Four Years of 'em!

KAY JEWELRY CO.
JEWELERS AND OPTOMETRISTS
Phone 6204 Peoria, Illinois
Office of RALPH CAPLAN, General Manager — 325 Main Street

October 18, 1935.

Mr. Edgar L. Bill,
c/o Peoria Broadcasting Co.,
Alliance Life Bldg.,
Peoria, Ill.

Dear Mr. Bill:

Thought you might like to know that our radio programs over your station continue to hold the interest of your listeners. As you know, we had a definite method for checking results and I am glad to say that our returns from radio broadcasting have continued satisfactory and pleasing over the past four years.

With kindest regards,

Yours truly,
KAY JEWELRY COMPANY
BY Ralph Caplan
Manager

It is successes like these that are causing time-buyers to realize that Central Illinois cannot be "covered" without WMBD. Let us show YOU why 175 Local Advertisers and 70 National Advertisers used WMBD during the last year!

PEORIA BROADCASTING COMPANY
Edgar L. Bill, Pres. & Mgr. Chas. C. Caley, Comm. Mgr.
Free, Johns & Field, Inc., National Representatives
New York, Chicago, Detroit, Los Angeles, San Francisco

THE HEART OF ILLINOIS

WMBD PEORIA, ILLINOIS

18 HOURS
Solid Commercial
on
Christmas Day

Such Patronage
Proves Performance

KTUL

is estimated by H. H. KYNETT, president of the agency. "I believe," he reported, "that broadcasting facilities will again be in heavy demand by commercial sponsors throughout 1936. The general improvement in programming is adding materially to the commercial value of broadcasts in that more programs than ever are proving to be sales producers. I look to see great progress made in the development of effective commercials and their acceptability to the general public."

"It is our belief," declared DAVID M. BOTSFORD, president of Botsford, Constantine & Gardner, "that agencies have gained a greater grasp of radio possibilities this year than in all the time before. Daytime hours especially offer remarkable opportunities for a straight selling job on foods and articles bought entirely by women. One new sectional radio program on a highly competitive staple food product increased sales this fall 35%. Our total radio billing in 1935 shows a substantial upward trend."

McCosker Predicts "Surprises"

ALFRED J. McCOSKER, president of WOR, and chairman of the board of the Mutual Broadcasting System, predicts that radio in 1936 will have "surprises for all of us and, I believe, they will be very pleasant surprises." In his opinion, sales will settle down to a more definite predictability of results, more comparable with other media, but with results to be better on the whole for all concerned.

"Radio has just passed the biggest year in its history," continued Mr. McCosker. "More programs, more talent, and more business have turned to radio in 1935 than in all the years I have been in this ever-interesting business of broadcasting. Cultural programs, in my opinion, likewise received more encouraging attention from educators, broadcasters and listeners.

"The general outlook indicates radio will consistently gain in appropriations from advertising agencies and until recently results have been in the nature of experiments. Today we know exactly what radio can do for automobiles, gasolines, cosmetics and drugs, etc. Charge that up to experience. In the future the ratio of increase is naturally less rapid, caused by the fact that radio with its longer establishment as a medium, becomes now more competitive with older and other mediums of advertising. It also means that radio advertisers will become more competitive between themselves."

West Promises Yardsticks

PAUL B. WEST, president of the Association of National Advertisers, wired:

"Prospects for improved 1936 business now seem rather general. Radio broadcasting is certainly no exception. The joint research launched this year by the American Association of Advertising Agencies, NAB and ANA offers most promising prospects for establishment of uniform acceptable yardsticks to measure this important medium to the great benefit of the medium itself and all advertisers."

AAAA Projects Reviewed

IN THE same vein was the communication from FREDERIC R. GAMBLE, executive secretary of the American Association of Advertising Agencies. It follows:

"A year ago I said that the outlook for radio in 1935 was 'bright' and would venture the same opinion at present as to the outlook for 1936. A year ago I hoped that 1935 would see four things done in the broadcasting field:

"'1. Formation of an independent radio research bureau, supported by stations, advertisers and agencies, to study radio coverage and listening habits.

"'2. Formation of an agency recognition bureau by the National Association of Broadcasters.

"'3. Extension among broadcasters of the use of 2 per cent cash discount as a policy to aid agencies in collecting from clients and thus strengthen agency credit.

"'4. Wider acceptance and use of the Standard Order Blank for Spot Broadcasting.'

"During the year work toward a radio research bureau has been started and an attempt has been made to form an agency recognition bureau, the latter so far unsuccessfully. Progress toward wider use of the cash discount and acceptance of the Standard Order Blank for Spot Broadcasting has been only fair so far. I hope further headway can be made in 1936 on all four of these important projects."

Around a Noise

REVERSING the usual procedure, Nathan Caplow and Edward Simmons of the staff of WAAF, Chicago, are writing a radio drama in order that a particular sound effect may be used. The sound machine is a gadget that started out to be a thunder effect but sounds more like a covered wagon, so the play will probably be about the day of '49.

Prall Sees Quacks Out

FROM the regulators of radio broadcasting also come expressions of confidence. Chairman ANNING S. PRALL, of the FCC, remarked:

"That economic conditions are on the upward trend and are about normal in the broadcasting industry is verified by reports I have received during the past weeks from broadcasters in all parts of the United States. All reports are in complete accord and show conclusively that business is far better than it has been for some years, and in some cases time has been sold up to the limit of the station to handle it.

"Despite the fact that a large number of stations have refused to sell time for broadcasting quack medicine continuities and others of questionable character, the business of these stations has increased materially and in general the quality of the programs furnished is correspondingly better.

"The pace set by these stations during the past months is most encouraging, and I look forward to greater progress all along the line during the coming year of 1936."

JUDGE E. O. SYKES, chairman of the FCC Broadcast Division, made

A big volume market, too . . .
He found only demands...For well known brands.
Let that be a lesson to you.

Sales can be made only where the buyers are...SELLING COVERAGE is reaching the BIG VOLUME MARKETS.

1,592,450 or 83% of all the radio homes in California, Oregon and Washington are concentrated in just twelve BIG VOLUME MARKETS.

Columbia Don Lee Broadcasting System gives you the only effective SELLING COVERAGE of these markets with a twelve station network . . . an individual station in each of the twelve BIG VOLUME MARKETS of the three Pacific Coast States.

COLUMBIA DON LEE BROADCASTING SYSTEM

KHJ KFRC KOA KDB KERN KMJ KNG KERK KOL KIRO

Affiliated with COLUMBIA BROADCASTING SYSTEM

C. Ellsworth Wylie, *General Sales Mgr.*, 7th and Bixel Sts., Los Angeles. San Francisco Office, 1000 Van Ness Ave.

POWER
1000 WATTS
DAY and NIGHT
RCA HIGH FIDELITY
EQUIPMENT

PROGRAMS
NBC BASIC RED and
BLUE NETWORKS
First in Local Showmanship

PUBLICITY
AFFILIATED WITH
THE DAYTON DAILY NEWS
AND THE SPRINGFIELD
NEWS AND SUN

39 S. LUDLOW, DAYTON, O.

the following observations:

"During the last year the Broadcast Division has adopted a number of engineering rules which, in brief, require that the equipment of stations be brought up to date which will benefit the listening public by giving stronger and clearer signals.

"A committee of 39 educators and broadcasters has been appointed to thoroughly study the question of bringing to the people interesting educational programs. This committee is composed of eminent men of practical experience and common sense and should result in a close cooperation between educators and broadcasters with the result that educational programs of public interest may be heard from all stations.

"The field survey of clear channels has been completed and is now being carefully studied by the Engineering Department of the Commission. The Broadcast Division now has, from actual field surveys, a picture of the actual coverage of all character of stations, namely, high-powered, regional and local. A careful study of these surveys will be made by the Division in order to see whether any improvement may be made over the present plan of allocation of frequencies to stations of different power. This study, necessarily, will take many weeks and before any plan is adopted an opportunity will be given all interested parties to appear and thoroughly discuss it."

Kobak Urges "Quality Year"

A CALL for a "quality year in broadcasting" is made by EDGAR KOBAK, dynamic sales vice president of NBC. Sounding a note of caution, lest success go to the heads of those in broadcasting, he said:

"For a new industry, we have become quickly accustomed to talking in big figures. Broadcast advertising has grown by leaps and bounds, but we must not allow ourselves to become dizzy with success. While 1935 shows an even higher total of money spent for broadcast advertising than 1934, and while the outlook for 1936 is most encouraging, I think we must all realize that the broadcast advertising business cannot keep growing indefinitely at the same rate as in its earlier years. After all, there are only 24 hours in the day, and only about 18 hours can be regarded as normal broadcasting hours. No station expects or wants to sell all of its time to advertisers. In 1936, I believe we shall all be wise to consolidate our gains, by improving the effectiveness of our stations and maintaining a rigid check on the quality of our programs. I feel confident that 1936 will be a good year of healthy progress, but I do not anticipate spectacular gains. Let's make it a 'quality' year in broadcasting."

Radio's Stock Unexhausted

ANOTHER "surprise" note comes from DON E. GILMAN, vice president of NBC in charge of its Pacific Coast functions.

"For those reactionaries who feel that radio has exhausted all of the original entertainment ideas or that its development must be confirmed to refinements of the existing entertainment and cultural arts", he said, "1936 will prove a spectacular surprise. The gradual trend through the last ten years is culminating in refinements of presentations and the adaptation of the older forms of entertainment to radio technique, indicating a year of most unusual programs.

"Linked with this is the development of special events broadcasting such as we have just experienced in the broadcasts from the *Clipper Ship* as it flew across the Pacific, broadcasts from balloons, moving trains and from remote and inaccessible spots which formerly were known to few and are now becoming known to all.

"It will also witness the further cooperation of the sponsor of American radio in the use of these new radio arts of program building for audience interest. That the use of broadcasting facilities by the national advertisers will be further extended in 1936 is plentifully evident. It is to be the banner year in all broadcasting and, in my opinion, the American form will not only continue to be preeminent but will be more and more copied by broadcasting stations of other nations."

Broker Pleased

WALTER HURT, stock broker, of Tulsa, Okla., will complete his 104th consecutive week and 624th daily broadcast, excepting Sundays, over KTUL, Tulsa, Feb. 6. In renewing his contract, Mr. Hurt wrote, "I find my business has more than doubled, and it is largely attributed to the use of KTUL as an advertising medium." The program covers daily stock and bond quotations for five minutes at 6:30 p. m. It started 12 days after KTUL opened and has continued without interruption.

Tobacco Man Satisfied

C. T. LUCY, who speaks both as advertising manager of the Larus & Bro. Co. Inc., tobacco manufacturers, a network advertiser, and as manager of WRVA, Richmond, asserts that radio has passed the novelty stage and is definitely a part of our everyday life.

"Broadcasters and sponsors," he continued, "have an opportunity during the coming year to justify more fully public confidence in their desires and ability to develop a still closer relationship between all concerned. This should proceed with a minimum of governmental interference, and under such conditions the progress of radio as both an advertising and entertainment medium will continue in a highly satisfactory manner."

Big Transcription Year

WITH one accord the transcription producers, notably those in the library service field, see a banner 1936. PERCY L. DEUTSCH, president of World Broadcasting System, which originated the library service idea and pioneered in development of spot transcription business, observed:

"There is little doubt that transcription volume will continue the broad, steady increase which it showed throughout 1935. This strong upward trend, due primarily to better business conditions, will continue for other reasons, two of which are significant.

"The first is full realization of the endless possibilities of high quality transcription broadcasting. World Broadcasting System has already launched its development program along these lines. Tangible evidence is found in recently completed recording studios at 711 Fifth Ave., New York, where the ultimate in sound reproduction for broadcast purposes is now available.

"Transcription advertisers, fully awake to the advantages of this medium, both from a merchandising and an entertainment standpoint, no longer hesitate to use the finest talent, since there is a recording method which does full justice to their artistry.

"Transcription libraries, led by World Program Service with close to 150 station subscribers, present

WE THANK 249

Radio Stations and Advertising Agencies for Their Patronage Last Year

•

A HAPPY AND PROSPEROUS NEW YEAR TO ALL OF YOU

•

RESOLVED:

1. To continue giving you the best service.
2. To continue making the finest recording quality and the highest tonal range ever placed on lateral cut transcriptions.
3. To build at least 20 bigger and better new programs that will make happy sponsors.
4. To give you the best merchandising plans and assistance.
5. NOT TO BREAK OUR RESOLUTIONS ! ! !

A post-card will bring you interesting information on 15 transcribed programs. McIntosh custom-built transcriptions are a real hit. Tailored to your order.

R. U. McINTOSH
AND ASSOCIATES, INC.
2614 W. 7TH ST. • LOS ANGELES, CALIF.

WTMV
in the
ST. LOUIS
AREA

Lowest Cost Radio
COVERAGE
in Greater
ST. LOUIS

an advertising Utopia of exact coverage, (previously possible only with newspapers), plus a quick, effective low cost program medium. All these factors point to a greater radio in 1936 for advertisers and listeners alike."

Transcription Heads Gratified

"JUDGING from the tremendous interest in local broadcasting by retail and other businesses," said C. L. EGNER, manager of the NBC Transcription Service, "1936 should be a very bright year. Reports reach us daily from stations in all sections of this country and Canada of plans of local clients to use radio to a greater extent than ever before."

Despite the fact that 1935 proved the best year for the industry to date, the transcription field looks for a "material increase in volume in 1936," said Seth Ely, president of Standard Radio Inc.

"This is due to our belief that the FCC will clarify and relax its present regulations regarding announcement of transcription programs; that the quality of the recorded programs has so improved that general public acceptance is granted and also because the advertiser, both local and national, is showing such a decided interest in our product," he wrote.

"Settle the copyright situation; improve the quality of local programs and radio will go forward to greater heights, financially and in public interest, in 1936."

Set Sales Still Strong

IN THE SET sales realm, BOND GEDDES, executive vice president and general manager of the Radio Manufacturers Associations, sees an excellent foundation for broadcasting business generally in 1936. "The birth of American broadcasting came during a presidential election and previous experiences insure another upward surge for radio during the 1936 presidential election year," he said.

"In addition, the new features developed by broadcasters, which never fail to build an increased public interest in radio, world championship boxing and other sporting events and increased international events via radio, are a foundation promising an excellent new year for the broadcasting and radio manufacturing industries and trades. In addition the record-breaking sales of over five million receiving sets in 1935 increased greatly the customers of broadcast stations and advertising sponsors."

Statistician's Review

FROM HERMAN HETTINGER, research director of the NAB, who unofficially has the status of industry statistician, comes a conservative, yet encouraging statement for 1936. In full, it follows:

"Based upon the first ten months data, broadcast advertising during 1935 should have approximated $87,000,000 in gross time sales; a gain of about 20% over the 1934 level, and of more than 50% over the estimated 1933 total. Though prognostication is a dangerous pastime, it would seem as if additional gains may be expected in 1936, though at a somewhat slower rate of increase.

"National network volume should continue to gain, though more slowly as approximate saturation —still a good distance off—approaches. National non-network and regional network volume should show continued strength, especially in view of the tendency toward the intensive cultivation of more limited markets rather than the spreading of sales efforts. National advertiser use of local studio programs may increase, providing that attractive shows are made available. Local advertiser use of transcriptions should show continued growth as the full effect of transcription libraries is felt.

"The smoothing out of the summer decline, distinctly noticeable in 1935, should be more pronounced in the coming year. Housefurnishing and clothing advertising, should be among the groups to show continued increased volume during the year. The present American trend toward markedly increased expenditures for pleasure and travel should constitute an opportunity and a challenge to the sales departments of stations and networks.

"The medium will benefit materially if a concerted attack upon problems such as recognition, temporarily suspended, and a cooperative research bureau are made. Despite the recognition setback, 1935 showed important progress in the solution of common commercial problems."

With an increase in business during 1935 of more than 50%, another of the nation's leading broadcasters, JOSEPH O. MALAND, WHO, Des Moines, looked forward to a healthy 1936:

"During the past year radio stations have made remarkable improvement in their broadcasting service by the addition of complete news service and better local programs. Add this to the fact that the total number of listeners has been materially increased by the sale of millions of new receivers. The result will make 1936 the banner year for radio broadcasting. Our volume for 1935 shows an increase of more than 50% and there is every reason to expect a similar increase for 1936. The only thing that can hurt radio is poor management by the broadcasters themselves."

Always on Time

HOLLAND ENGLE, "Sunny Sam, the Molasses Man" on the Oelerich & Berry broadcasts Monday, Wednesday and Friday mornings over WBBM, Chicago, prides himself on his punctuality. So, when his car skidded on an icy street, jumped a curb and ended up across a ditch, Holland summoned a wrecking car, got his own machine back on the road, broke all speed restrictions for the remaining distance to the studio, and walked in with a minute to spare. . . . Then he discovered that it was Tuesday and he had no program to put on.

GENERAL BAKING Co., New York (Bond bread) has added WSYR, Syracuse, and WOKO, Albany, to its list of stations broadcasting the WBS quarter-hour discs, *Adventures of Terry and Ted*, five times weekly for 13 weeks. Batten, Barton, Durstine & Osborn Inc., New York, handles the account.

WHO buys WHAT? WHERE? WHY?

Sounds silly, that question. But it isn't; we'll prove it.

We all know people buy, but where? Therein lies the success or failure of any advertising or merchandising campaign.

More than ever before people buy advertised products, because they know the quality of those products is assured. Because, also, wider sales make possible greater production, which in turn makes lower, stabilized prices.

People buy everything . . . but they don't buy everything where they live! They buy where automobiles and good roads take them. They can be forty miles from home in an hour. Thus the village store with its limited stocks and somewhat higher prices is fast becoming a thing of the past in a business way. Townships are merely mailing addresses. And people trade more and more in the larger marketing centers.

In the United States there are 578 of these market places which last year did 86% of the nation's total retail business. *There* is something to think about.

Local conditions govern local buying, so when buying radio time, don't let wattage, wave length or network affiliations attract all of your advertising appropriation.

Buy: Markets! Distribution! Buyers! Showmanship!

32 IMPORTANT NATIONAL MARKETS

Here are ten stations: They cover thirty-two great national market areas, areas in which millions of dollars of business is done each year. These stations are located in the cities but they reach far beyond corporate limits, into scores of towns, villages, and thousands of country homes, whose people trade today in the market centres.

WIL	St. Louis, Mo.	WHBU	Anderson, Ind.
WKBH	La Crosse, Wisc.	WSPA	Spartanburg, S. C.
WBOW	Terre Haute, Ind.	KARK	Little Rock, Ark.
WHBF	Rock Island, Davenport, Moline, E. Moline	KJBS	San Francisco, Cal.
		KQW	San Jose, Cal.
		WJBK	Detroit, Mich.

WHEN YOU WANT

Merchandising Plans — Distributing Aid
Proven Programs — Market Facts
Rates—Buyers, not Listeners — Open Time—Facts, not Fancies

"LET GEORGE DO IT"

GEORGE ROESLER

Radio Station Representative

360 N. Michigan Ave.	Chicago	Central 8020
238 General Motors Bldg.	Detroit	Madison 2717

WEDC Passes Muster

RENEWAL of the license of WEDC, Chicago, cited for broadcasting of medical programs construed as "inimical to the interests of the public", was recommended to the FCC Broadcast Division Dec. 23 by R. H. Hyde, examiner. Finding that the programs of "Dr. Schyman" and "Dr. Michael" did not serve public interest, he added, however, that the evidence "affords substantial assurance that hereafter sufficient attention will be given to the selection of program matter to prevent the repetition of such broadcasts."

QUARTZ CRYSTALS

★ Low temperature coefficient "A" cut
★ For the broadcast band
★ Do not exceed 4 cycles per 1000 kc per °C
★ Mounted in genuine isolantite adjustable air-gap holder

ONLY **$35.00**

Request Circular 52 for Complete Data

AMERICAN PIEZO SUPPLY COMPANY

Since 1929
Sunny Slope Sta. P.O. Box 6026
KANSAS CITY, MO.

TAKING A BROADCAST CENSUS

Federal Expert Explains How New Project Will Yield New Data on Commercial Aspects of Radio

By RALPH L. DEWEY
Chief, Transportation and Communications Division, Department of Commerce

THE Census of Business, covering the calendar year 1935, which begins Jan. 2, 1936, is the most comprehensive project of its kind ever undertaken, and will, for the first time, include the commercial operations of broadcasting stations.

Comparable projects have been completed in other years, but they were limited. In 1930 a Census of Distribution was taken covering 1929. In 1934 a Census of American Business for 1933 was made, but it was limited to distribution, service businesses, amusement enterprises and hotels.

The rapid changes in our entire economic structure have created a demand on the part of business leaders for more complete data concerning the activities of American Business. Requests from business men and Chambers of Commerce determined the scope of the work. Representative organizations in all business fields are working with the Census Bureau to make the project of maximum value.

In addition to Broadcasting, the 1935 Census of Business will cover the following fields: Retail Trade; Wholesale Trade; Distribution of Manufacturers' Sales (channels of primary distribution); Construction; Hotels; Amusements; Banking, finance; Trucking, warehousing; Bus transportation; Operation of non-residential buildings; Insurance (carriers, agents and brokers); Real Estate agents and brokers; Business services, and Advertising Agencies.

Kind of Information

IT IS recognized that the broadcasting industry has already assembled a considerable amount of information dealing with its operations. At no time, however, has a complete canvass been made of revenue, expenses and certain other data. It is the hope of the Bureau of the Census to make such a complete canvass in order to provide both the broadcasting industry and the public with a factual picture of this important industry.

Revenue data will be collected in terms of the kind of services rendered by broadcasting stations. Four major breakdowns of gross time sales will be provided, namely: National network, regional network, national non-network spot advertising and local broadcast advertising. The last two will be further divided by revenue received from: Electrical transcription, live talent, record and spot announcement. Information covering revenue from the sale of services of talent only will be collected separately.

Total operating expenses will be divided into two groups only, namely: Total payroll and all other operating expenses. More detailed information, however, will be collected covering the number of paid employes and weekly payrolls for a sample week (that ending nearest Oct. 26, 1935). Data will be collected separately for full-time and part-time employes worked during this sample week. Employes will be grouped according to the particular functions performed. The following classifications will be used: Executives and salaried officers, supervisory employes, office and clerical workers, operation and maintenance employes (technicians, repair men, etc.), those furnishing entertainment (singers, speakers, musicians, script writers, players, etc.) and announcers.

Other information to be collected will include the affiliation of stations with networks, the character of such affiliation and the rated power of the station for both daytime and night broadcasting.

Information is to be collected from individual broadcasting stations. No information will be published which would in any way disclose the identity of an individual broadcaster. The data from these individual organizations will be combined, published and made available to all those interested in the broadcasting field. Stations will be grouped by geographical areas and information published accordingly. It will be possible to know after this Census has been completed the number of broadcasting stations, their operating revenue and expenses, by state areas. Where a state has only one or two stations, however, it will be impossible to give out this information since the identity of such stations would be disclosed.

Only sworn employes of the Bureau of the Census are permitted to examine individual returns. No access to them is permitted under the law, not even to other Governmental agencies, and no information will be disclosed which would reveal any of the facts or figures.

Headquarters for the project have been set up in Philadelphia, with Fred A. Gosnell, experienced head of former business censuses, chief statistician in charge. The field work will be completed within three months after enumeration starts. The first preliminary reports, by states, will be issued about July 1, 1936. Soon after state reports are completed, special statistics for broadcasting will be released as rapidly as possible.

Show for Builders

JOHN MANVILLE Co., New York (builder's supplies) will sponsor a special one-time hour program over 56 stations of the NBC-WEAF network on Monday, Jan. 13, 11-12 noon. The program will interest the building trades as well as the average homeowner. Edwin C. Hill will be master of ceremonies and introduce Stewart McDonald, head of the Federal Housing Administration; Robert V. Fleming, president of the American Bankers' Association; Lewis H. Brown, president of Johns-Manville; George LePoint, of the National Retail Lumber Dealers' Association, and Stephen Voorhees, world famed architect. Edwin Franko Goldman's band, Kate Smith, Tom Howard and George Shelton will be the talent. J. Walter Thompson Co., New York, is the agency.

The
HOTEL
AMBASSADOR
PARK AVENUE AT 51st STREET
NEW YORK CITY
Offers to visitors...A truly fine hotel...A distinguished address ...A convenient location. Large luxurious single rooms from $5... double rooms from $7...suites $10

GEORGE W. HOOVER, M. S., M. D.

Formerly Chief Drug Control U. S. Department of Agriculture and for many years engaged in the enforcement of the Federal Food and Drugs Act.

CONSULTANT

Drugs — Medicine — Cosmetics — Foods
Label and Formula Requirements
RADIO ADVERTISING CONTINUITY

Consultant to drug and food manufacturers and advertisers for the past eight years on labels, advertising, formulas and technical control of drugs, medicines and foods subject to

REQUIREMENTS OF FEDERAL AND STATE LAWS

Shoreham Building Washington, D. C.
Telephone DIstrict 1169

Bob Roberts to KYA

Mr. Roberts

M. E. (Bob) ROBERTS, who is well known in Pacific Coast radio and advertising, has been appointed commercial manager of KYA, San Francisco, effective Jan. 1. Roberts headed his own advertising agency in San Francisco for the last three-and-a-half years, under the firm name of Bob Roberts & Associates. Before entering the agency field, he was manager of the old KTAB, now KSFO, in that city and Oakland, Cal. Prior to that he was producer and announcer, and comes to his new post well equipped. Edward McCallum, manager of KYA, has been directing the station's commercial department along with his other duties for the last several months.

New Camay Serial

PROCTER & GAMBLE Co., Cincinnati (Camay soap), on Jan. 6 will start a romantic serial *Forever Young* to be heard on an NBC-WEAF network, Mondays through Fridays, using an afternoon time. Continuity will be written by Elaine Sterne Carrington, novelist. The program replaces the *Red Davis* serial which was on the air several years. The series will be aimed definitely at adults and will carry a love story along with the humorous side of family life.

Fruit Spray Spots

MOUNTAIN COPPER Co. Ltd., San Francisco, manufacturers and distributors of Mountain Copper Carbonate, has appointed the Kelso Norman Organization, that city, to direct its national advertising, and on Jan. 6 will start a series of 52 daily spot announcements on KFPY, Spokane, Wash.; KUJ, Walla Walla, Wash., and KRLC, Lewiston, Ida. Broadcasts directed to the farmer will feature local dealers, with free sample of product and booklet tie-in.

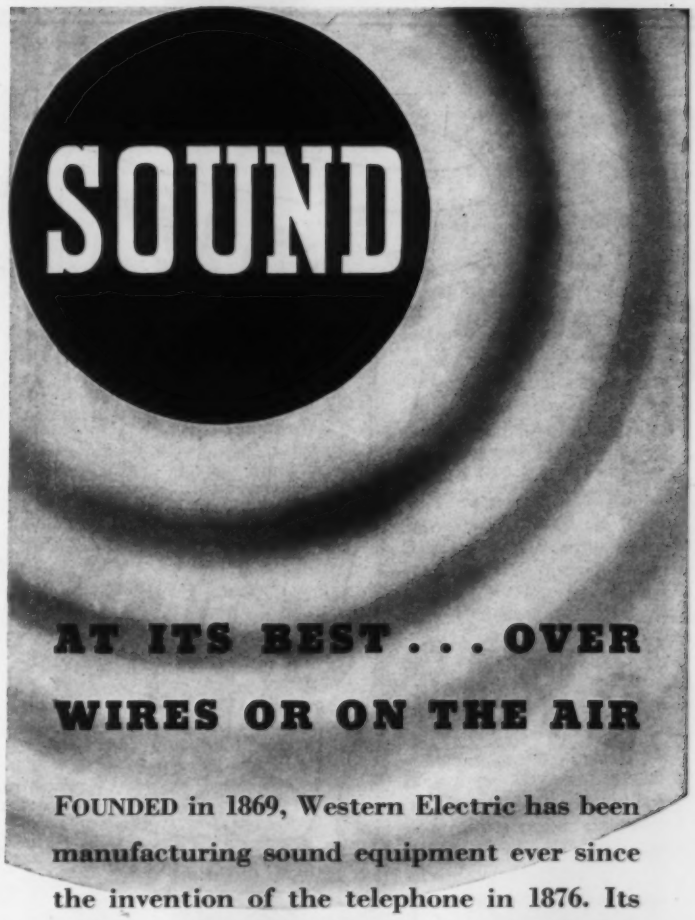
United Cigar Expands

UNITED CIGAR STORES DELAWARE Corp., New York (United-Whelan stores) will start a new series Jan. 5 on MBS, Sundays, 6-6:30 p. m. The contract is for 26 weeks. Talent will include Isham Jones orchestra now playing for the sponsors series on two MBS stations, WOR and WGN, also a 39-week series. On the Sunday series WFIL, Philadelphia, and WOL, Washington, will be included. Young & Rubicam Inc., New York, is the agency.

Hoffman Grants Changed

WITHOUT disclosing the reason, the FCC Broadcast Division Dec. 17 reconsidered and set aside its action of Dec. 3 granting the application of Edward Hoffman, furniture merchant, for a new 100 watt station on 1370 kc. with full time, in St. Paul, Minn. There were several other applicants for the same facilities. It was indicated that "new information" caused the reconsideration.

Place YOUR Program In This ALL-STAR Array of Feature Programs . .
Jack Benny
Helen Hayes
Walter Winchell
Ben Bernie
Ripley
Ozzie Nelson
Walter Damrosch
Lowell Thomas
Lone Ranger
Seth Parker
Today's Children
Continuing WXYZ SUCCESSFUL MERCHANDISING SERVICE
This service has proven of invaluable aid to manufacturers seeking sales outlets and distributors in the great rich Michigan Market
WXYZ
N. B. C. Blue Network
KUNSKY-TRENDLE BROADCASTING CORPORATION
300 MADISON THEATER BUILDING.. DETROIT
WM. G. RAMBEAU CO., Representatives. Home Office: Tribune Tower, Chicago
Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco



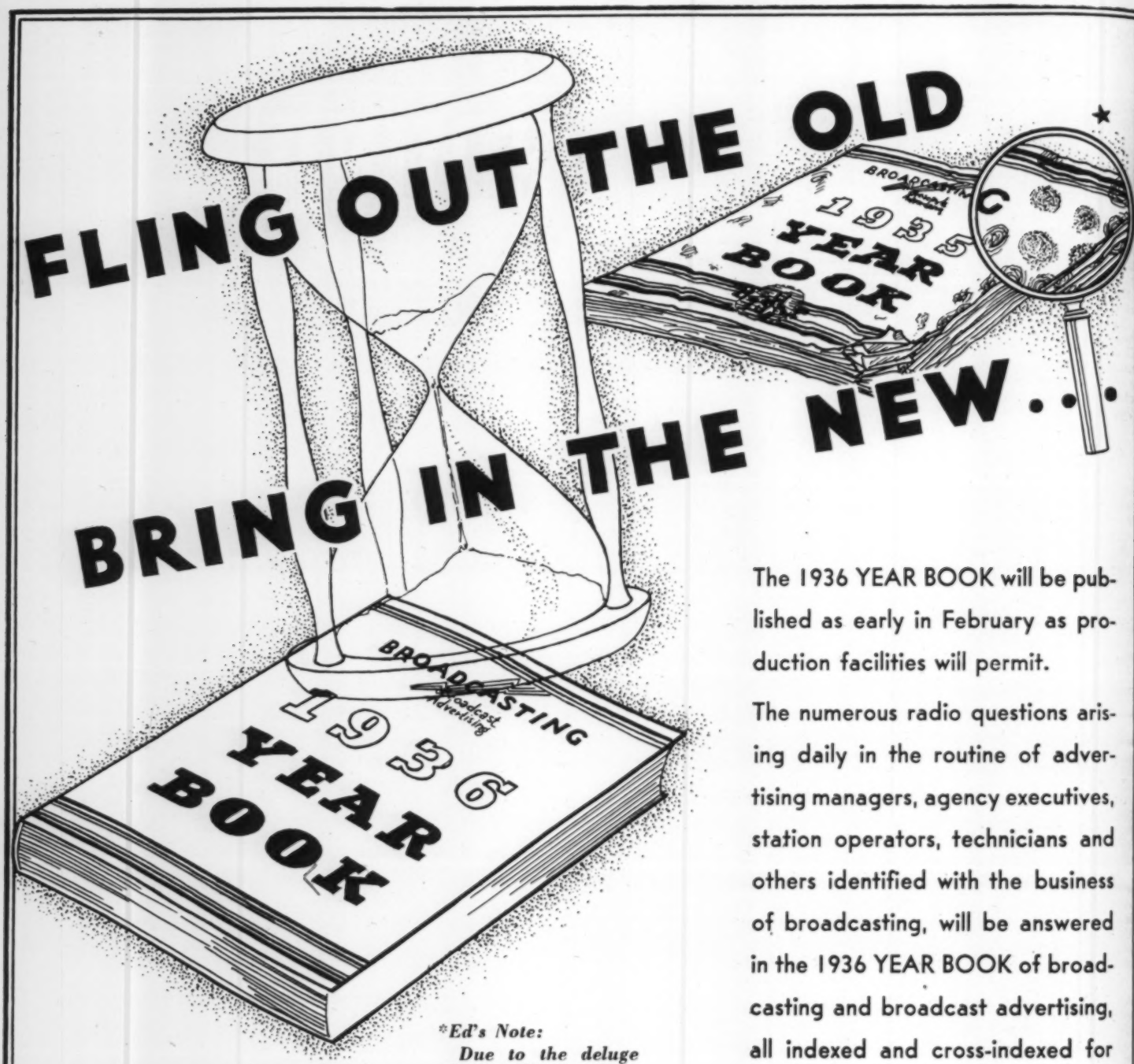
FOUNDED in 1869, Western Electric has been manufacturing sound equipment ever since the invention of the telephone in 1876. Its product kept pace with the rapid progress of the telephone industry—helped largely to make possible the kind of telephone service America now enjoys.

When radio broadcasting was born, Western Electric branched quite naturally from leadership in one field of sound to another. Today, it not only manufactures all manner of telephone devices . . . including the special repeaters, loading coils, switches, etc., used in forming great radio networks of wire . . . but also microphones, tubes, transmitters, amplifiers and everything else involved in putting radio programs on the air *at their best.*

Because Western Electric equipment embodies more than a half-century of experience in Sound—because it is made to the most exacting standards—your station can depend upon it.

FLING OUT THE OLD

BRING IN THE NEW . . .



The 1936 YEAR BOOK will be published as early in February as production facilities will permit.

The numerous radio questions arising daily in the routine of advertising managers, agency executives, station operators, technicians and others identified with the business of broadcasting, will be answered in the 1936 YEAR BOOK of broadcasting and broadcast advertising, all indexed and cross-indexed for ready reference.

**Ed's Note:*
Due to the deluge of complaints about finger-prints on the 1935 issue, we are doing our best to procure a "finger-print resisting" paper.

Copies of the
1936 YEAR BOOK
will be sent without added cost to all subscribers.

Your subscription entered now will include the 1936 Year Book. Annual subscription, $3.00.

BROADCASTING
combined with
Broadcast Advertising
NATIONAL PRESS BLDG • WASHINGTON, D.C.

Feature Syndicates Enter Radio Field

(Continued from page 8)

Little Annie Rooney, a strip character now appearing in 200 newspapers throughout the country; *Popeye the Sailor*, which is now on the air under the sponsorship of Wheatena, placed by McKee & Albright, Philadelphia; *Blondie*, another strip, which appears in many papers; *Mandrake the Magician*, which has been assigned to Cleveland B. Chase & Co. to sell to a radio advertiser, the script being written by Joe Cross, a member of the Chase firm and formerly with N. W. Ayer & Son.

The cast for the *Mandrake the Magician* show has been selected and the program is now in rehearsal. The production firm reports that it has several agencies interested in the script which will be a quarter-hour program to be broadcast three to five times a week in serial form. Transcriptions are also to be made.

Just Kids is another King Feature comic strip ready for radio, as are *Inspector Wade, Barney Google, Pussy Cat Princess, Beatrice Fairfax, Bringing Up Father, Little Jimmy* and *Tilly the Toiler*.

For some time radio advertisers have tried to get Damon Runyon signed to a radio contract, but none of these negotiations ever resulted in Runyon's appearance before a microphone. Now he is working on a radio script with Irving Caesar, song writer, to be presented to several agencies in the field for Runyon's services. Prunella Wood is still another King writer being offered for radio engagements.

A *Comic Page of the Air* is a new radio idea that has been worked up by Fred Smith for radio advertisers. It will be a 15-minute program using three comic strips, each four minutes in length. This idea can either be adapted for transcriptions or live broadcast, and for joint or separate sponsorship.

A cooperative plan is being worked out between the radio division of King Features and the International News Service and Universal Service for the development of a new type of news broadcast.

Must Be Approved

ALL RADIO comic strips that are adapted to radio must meet with the approval of King Features. No radio show can follow the same continuity that is being used in newspapers. Sponsors of these features may use the name of the character in promotional matter relating directly to the radio program, but it must not be used in any other printed advertising.

Flash Gordon, another King feature, is now on the air under the sponsorship of Grove's Nose Drops. *Popeye* and *Flash Gordon* radio rights were arranged prior to the forming of this new radio department through special negotiations with the agencies concerned.

The average royalties for radio rights to King Features material will run in the neighborhood of from $500 to $1,000 a week. The script is to be written by the licensee.

Neither King Features nor United Features intends to use any special promotional efforts to get their features on the air. Both organizations are in the newspaper field and they intend to make that field their primary business. Special precautions will be taken to see that no radio adaptation of a newspaper strip harms the popularity of the strip in the eye of the newspaper reader.

Monte Bourjaily, general manager of United Features, said that United has also received many inquiries from all sources regarding radio rights to its features. In confirming the reports that United was in the field for radio business, Mr. Bourjaily said that two years ago such an idea would have been out of the question. But today, with so many newspapers owning radio stations, the newspapers are not so "stiff-necked" against radio, it was said.

There is no direct connection between King Features and INS or between United Features and UP, nor is there any connection between King Features and the radio station representative, Hearst Radio Inc., it was asserted.

Both Mr. Smith and Mr. Bourjaily said they had no definite future plans to announce. They are in the market to sell whatever features radio advertisers wish to acquire, but for the time being will "build their bridges as they come to the rivers."

Other Syndicates

IN ADDITION to the foregoing feature services the *New York Herald-Tribune* Syndicate, the *Chicago Tribune-New York News* Syndicate Inc., and the McNaught Syndicate Inc., are in the field for radio business that can be satisfactorily arranged.

The *Chicago Tribune* syndicate pioneered in the art of adapting comic strips to radio with experimental broadcasts over the *Chicago Tribune* station, WGN, in 1930. The first two strips used were *Gasoline Alley* and *Harold Teen*. Afterwards *Harold Teen* was sponsored on the air for two years and *Casoline Alley* for a year. These tests proved to the owners of the *Tribune* that radio exploitation of a comic strip does not harm the popularity of the strip in the newspaper. Another feature owned by this syndicate is *Orphan Annie*, which has been sponsored on the air for the past five years in the interest of Ovaltine.

Both the McNaught and *New York Herald-Tribune* said they would entertain any offers received regarding radio rights for any of their features, but that they did not have any set procedure to handle such inquiries.

New Babbitt Series

B. T. BABBITT Inc., New York (Bab-O cleanser) will inaugurate a new series of morning dramatic shows over an NBC-WJZ basic network Jan. 27, 10:45-11 a. m., Mondays through Fridays. The show is expected to consist of a radio version of *David Harum*, but the sponsor has not yet arranged for radio rights to the feature. Program is scheduled for 17 weeks. Blackett-Sample-Hummert Inc. New York, is the agency.

COMPLETE COVERAGE?

SURE, any of the four major stations will do a wonderful job for you here in New York, but why not supplement your show with WINS to get that added coverage you're missing out on reaching?

TWO CASE HISTORIES AND ONE FACT—ADD UP TO THREE POSITIVES . . .

Case 1: Three one-minute announcements over WINS produced over 10,000 returns—AND NO FREE OFFER WAS MADE to get this splendid response.

Case 2: WINS produced the lowest-cost-per-inquiry, on a test check made between three stations, two whose power were 50,000 watts.

WINS HAS COVERAGE, LISTENER LOYALTY and PROGRAM PRESTIGE . . . and our rates are extremely low.

It isn't our intention of taking the wind out of the other station's sails—BUT

FACT 3: You're sure to get dollar sales with

WINS
New York
National Representative
Hearst Radio
New York
Chicago
San Francisco

WHK

Sells 65 Tons of Coal with 2 Spot Announcements

A mild autumn had Cleveland's coal companies in the doldrums. People just weren't buying coal. The Ford Coal Company refused to sit back and wait for cold weather to sell coal. They bought just 2 spot announcements on W H K—no other advertising had been used this season. The results were immediate. In a few days they had delivered 65 tons to *new* customers—results which they attribute to their W H K announcements.

The record of W H K is filled with many similar success stories. Advertisers large and small, local and national have found that their best buy in Cleveland is W H K and prove it by spending more dollars on W H K than any other Cleveland Station.

WHK – First In Radio Showmanship

The Variety Annual Community Showmanship Survey again placed W H K FIRST in Cleveland. In fact, so successful has W H K been in entertaining Cleveland that 12 of W H K's own sustaining programs are being fed weekly to the Columbia Network of which W H K is a basic outlet. These and other popular programs are available to national advertisers. A wire or letter will bring you proof of W H K's leadership and suggestions on how to use it to increase your sales in the Northern Ohio Market.

WHK
CLEVELAND

Radio Air Service Corp.
Terminal Tower - - Cleveland, Ohio
H. K. Carpenter, General Mgr.
C. A. McLaughlin, Sales Mgr.
FREE AND SLEININGER, Inc.
National Representatives

NBC Copyright Letter

(*Continued from page 7*)

lishers notified the Society and us that they were resigning as of December 31, 1935, as members of the Society and that on and after January 1, 1936, musical compositions owned or controlled by them could not be publicly performed without an additional license from them. They further stated that any violation of their rights would subject all parties sponsoring, assisting, or engaging in the performances to actions for injunction and damages under the Copyright Law. (Two of the publishers—Victoria Publishing Company and Shubert Music Publishing Company have not advised us officially of their resignation although we understand they have notified the Society.)

(3) The Society maintains that we will be entitled to broadcast on and after January 1, 1936, the compositions copyrighted by the Warner publishers. The Society contends that the composers and authors of the musical compositions copyrighted by the Warner publishers control the public performing rights of these compositions and furthermore, that the Warner publishers being members of the Society at the time the renewal agreements were made are bound by the terms of said renewal contracts.

(4) The Warner publishers vigorously dispute the claims of the Society and contend that the composers and authors of the musical compositions do not have the public performing rights and that the Warner publishers are not bound by the renewal contracts beyond December 31, 1935.

(5) Under the Copyright Law the damages that might be assessed against the advertisers, advertising agencies and radio stations for copyright infringement would not necessarily be limited to actual damages and profit but in any event the court is required to assess "statutory damages" of not less than $250 nor more than $5,000 for any single violation. In addition, the courts are empowered to grant injunctions and to award attorneys' fees to the successful party in an infringement action. Should the Warner copyrights be valid and the contentions of the Society are not upheld by the courts statutory damages in vast sums might be assessed.

(6) Since NBC has entered into an agreement as of June 5, 1935, with the Society for the public performing rights under all the catalogs of the Society, including the Warner publishers' catalogs, we, of course, cannot recognize the claims of the Warner publishers.

We hope to be able to announce to you from time to time hereafter the titles of certain compositions that are unquestionably beyond the control of the Warner publishers due to the terms of various contracts and other documents of the composers and publishers and the Society.

Our music rights department in New York will cooperate with you in every way possible in clearing programs for broadcasting after December 31, 1935. It is necessary that programs already submitted by you for broadcasting after December 31, 1935, be reviewed by you and if they contain musical compositions copyrighted by the Warner publishers, that they be resubmitted with substituted numbers at once.

Local advertisers should bear in mind that this procedure must be followed on recorded programs as well as programs using live talent.

It is imperative that all program schedules be in our hands at least one week in advance of broadcast because of the added burden of checking the copyrights due to the present emergency. We will appreciate your cooperation as long as this emergency exists since this cooperation will safeguard our respective interests.

PHIL COOK, "man of many voices", has been signed by Columbia Artists Bureau and will be heard in a CBS series.

CBS Copyright Letter

(*Continued from page 7*)

at the time that the contract was signed and are bound thereby; and second, that the composers and authors, who create the compositions published by the Warner Group, have unanimously retained their membership in the Society, and that such composers and authors share equally with the publishers the privilege of licensing performances of the works produced by them. We believe that the position of the Society is legally and ethically correct.

The Warner Group dispute both of these contentions. They assert that they are not bound by the contract made while they were members and that they have the sole right to license the works which they publish. For the right to perform the numbers in their catalogues, the Warner Group have suggested to the broadcasting industry a variety of bases of payment, all of which result in demands for sums which we consider unbearably burdensome to us and to the industry.

We have endeavored to persuade the Warner Group to cooperate in determining in some orderly manner the issues disputed between them and the Society which involve us, so that we will be enabled to continue performing these works pending the decision of a test case. We have further requested the Warner Group to inform us which compositions published by them they claim solely to control. The Warner Group have refused both of these requests and have stated to us that, unless we make a separate contract with them, we must either cease using the works in their catalogues or continue to perform them at our peril, and they have indicated that they will bring suits at such times and places as the Warner Group shall determine.

In spite of our belief in the correctness of the position of the Society, continued performance of numbers in the Warner catalogues might involve heavy statutory penalties as provided by the Copyright Act, if it is ultimately determined in the courts that the Society is wrong in its position and that we are not entitled to play these compositions. In the event of such a decision, the penalties that could be assessed might reach huge sums.

The only course, therefore, which we have open to us is to cease the performance of all music copyrighted by any member of the Warner Group on and after midnight of December 31, 1935, and we must therefore advise you that no such compositions will be broadcast in whole or in part over our network from that date, until further notice. At the same time, we are glad to advise you that certain legal actions which we and others purpose to bring should result in a prompt determination of the legal rights in dispute or in some other satisfactory termination of the controversy.

We are further endeavoring to obtain from a number of sources the various contracts between composers and members of the Warner Group, to which contracts the Warner representatives have denied us access, and we believe that examination of these contracts will result in a speedy determination that, under their terms, the works of some of the more important composers may safely be performed even while such legal actions are pending. We shall advise you of the release of the works of such composers from the foregoing restriction from time to time as the opinion of counsel is made available to us.

We have augmented our music clearing force, and have made every possible preparation to assist you in clearing your programs as rapidly as possible. It will of course be necessary for you to reexamine all programs to be broadcast after December 31, 1935, and to eliminate therefrom the compositions published or copyrighted by any of the Warner Group. Our organization is ready to serve you in furnishing you information and aid in connection with this situation.

We assure you that this letter comes to you only after we have exhausted every reasonable means of trying to resolve the situation before January 1st. We are satisfied that we are taking the only possible course in view of the multiplicity of suits threatened against our advertisers and ourselves, and in view of the fact that we cannot condone what appears to be an attempt by the Warner Group to repudiate a contract made by an organization of which they were active members. Such course will, we are convinced, prove to be in the interest of every broadcaster and every broadcast advertiser and we hope for your complete cooperation in making it effective.

WLS Distributed Songs

AN ILLUSTRATED volume *100 WLS Barn Dance Favorites*, containing songs popular with listeners to this feature on WLS, Chicago, is being distributed by the station. It was compiled by John Lair, of the WLS music department. During the Christmas season some 16,000 members of the WLS Christmas Neighbors Club played Santa to underprivileged children, contributing more than $3,400 to purchase 110 radios for orphanages, children's hospital wards and crippled children's homes. Six thousand toys and items of food were received and distributed by the Salvation Farmer.

PERSONAL SERVICE . . .

means just that at the studios of the Radio Transcription Company of America. With the removal of the organization's main office to Hollywood several months ago, C. C. Pyle, president, set up an organization wherein he personally takes charge of production activities.

Throughout the entire organization, Transco executives minutely attend to every detail. In the office the clerical routine is handled by long-time employees. The production staff is manned by pioneers in this field. The technical force and Transco studios are the latest word in scientific circles.

You don't have to guess when you buy Transco transcriptions. Every one is a "sure bet". Every single program is an audience builder. Get the new 1936 catalog. It is complete, informative and concise.

RADIO TRANSCRIPTION COMPANY OF AMERICA, LTD.

HOLLYWOOD OFFICE 1509 N. Vine Street ● CHICAGO OFFICE ● 666 Lake Shore Drive

WTCN

ST. PAUL AND MINNEAPOLIS

FREE & SLEININGER, Inc.

National Representatives

WBNX

NEW YORK'S METROPOLITAN AREA IS A VARIETY OF NATIONALITIES—EACH OF WHICH IS A BUYING MARKET IN ITSELF.

MARKS THE SPOT

Broadcasting in EIGHT languages besides English WBNX "speaks the language of your prospect".

WBNX—New York *Write For Booklet "Market Coverage"*

For better broadcasts in '36!

Non-Directional Mike...latest proof that Western Electric is the leader

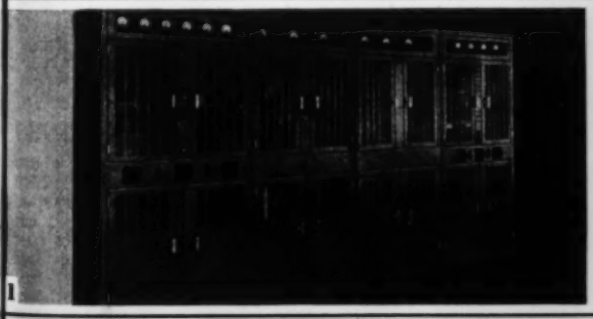
ACTUAL SIZE

Non-directional pick-up—long the goal of microphone designers—has been achieved now through the efforts of Bell Telephone Laboratories and Western Electric: recognized leaders in sound-transmission apparatus.

The non-directional dynamic mike gives you highest grade pick-up from every angle—operates into present equipment designed for dynamic microphones—gives you, in even greater degree, all the advantages of former Western Electric dynamic mikes, plus increased flexibility and performance. And at *lower price!*

In the large family of Western Electric broadcasting products, you'll find everything you need to put your programs on the air at their best. Whether your station is small or large, rely on Western Electric!

Full information from Graybar Electric Co., Graybar Building, New York.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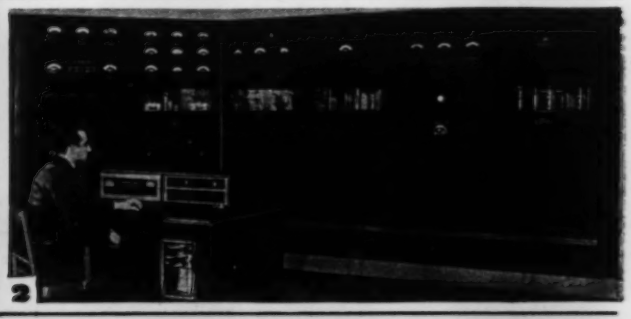
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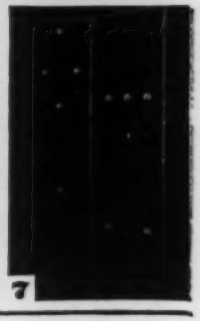
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1. 5 KW Transmitter. **2.** *50 KW Transmitter and control desk.* **3.** *Studio Speech Input Equipment.* **4.** *Station Speech Input Equipment.* **5.** *Tubes for every broadcasting need.* **6.** *All AC operated high-fidelity audio amplifiers.* **7.** *Synchronising Systems for common frequency broadcasting.*

Western Electric

Distributed by GRAYBAR *Electric Company. In Canada: Northern Electric Co., Ltd.*

RADIO TELEPHONE BROADCASTING EQUIPMENT

A SWEET SPOT FOR YOU!

Whatever other stations are on your list, you're not getting over 10% of the Louisville radio audience unless you use *a Louisville station* . . . Station WAVE will give you from 40% to 50% of the local audience, at a cost of $75.00 per quarter hour (6 to 10 P. M.), or as low as $18.75 during the day! . . . Let us tell you how WAVE advertisers are *pulling* on this favorite N. B. C. station.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Ethiopian Broadcast

(*Continued from page 18*)

off the scales on the transmitter panel. The program was over.

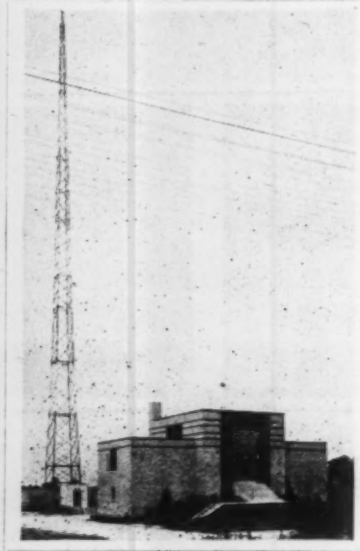
But not so the performers. They were just warming up. Leading their way into the more spacious transmitter room next door, and against an incongruous background of motor generators, shining dials and controls, they continued the entertainment. The women performed intricate muscle dances, the men led by the blind fiddler sawed viciously at their monochords and howled of the valor of Haile Selassie and its relation to the bravery of the sainted ancients. Then the three flutists got under way, best of all the performers at spontaneous fun. Blowing energetically into their three-foot bamboo instruments they started, first a cantering dance step not unlike that of the Cossacks. A few moments of this cavorting and they began to perform acrobatic pyramids, adagio dance evolutions, wilder and wilder convolutions as the onlookers cheered them on. Finally the exertions of their acrobatics combined with lung exhaustion from continual flute playing and the show was finished. The participants in this marriage of the ancient Ethiopian rites of entertainment with the modern ones of radio took themselves back to the motor cavalcade and through the deserted streets of Addis Ababa, past startled sentries and packs of roaming dogs to belated beds. In New York the evening programs were scarce beginning. In Addis there were only the tremendously brilliant stars of the high equator—and silence.

IN TOLEDO AND NORTHWESTERN OHIO

IT'S

WSPD

A sure-fire method of reaching 1,300,000 prospects at the lowest possible cost.



You may use the largest radio station in the country, but unless you dominate the territory — you're pouring water through a sieve.

WSPD is the ONLY radio station in northwestern Ohio and there's nothing "porous" about our coverage. . . .

Represented By:
John K. Kettlewell
919 N. Michigan Ave.
Chicago, Illinois

Joseph H. McGillvra
485 Madison Avenue
New York, N. Y.

Address:
Commodore Perry Hotel,
Toledo, Ohio
Transmitter: Perrysburg, Ohio

Realistic Billiards

EWART PHAIR, NBC sound effects man in San Francisco, spent some earnest minutes experimenting with almost every device in his cabinet to obtain the sound of clicking billiard balls for a recent episode of *One Man's Family*, sponsored by Standard Brands Inc. When everything failed, he finally went out and bought a billiard table top, cues and balls. As the action of the game progressed, Bill Andrews, announcer, placed the balls in positions indicated at various stages, and Ewart made the shots. Result — such a perperfect auditory picture of a billiard game that several enthusiasts of the sport phoned NBC to offer congratulations.

Richards and Fitzpatrick Acquire Option on KMPC

AN OPTION to purchase KMPC, Beverly Hills, Cal., has been acquired by George A. Richards and Leo J. Fitzpatrick, principal owners of WJR, Detroit and WGAR, Cleveland, it was declared Dec. 26 by Mr. Fitzpatrick. The option runs until next July, and has not yet been exercised. KMPC operates on 710 kc with 500 watts.

Mr. Richards resides in California during a substantial portion of the year. Because of this, it is indicated, he is anxious to acquire a broadcasting interest on the Coast. The option was procured last summer by Louis Allen Weiss, assistant general manager of WJR, and former general manager of the Don Lee Broadcasting System. Reports that the station was purchased by the Richards-Fitzpatrick group jointly with CBS were denied officially by both parties. Also denied was the report that the station was slated to become the CBS Los Angeles outlet next year.

Rieser Appeal Lost

THE Maryland Court of Appeals has decided. in an opinion handed down recently, in favor of WFBR, Baltimore, in a suit filed more than a year ago by Rieser Co., New York (Venida cosmetics), and Lawrence C. Gumbinner Adv. Agency, New York, for recovery of sums paid the station on an account contract involving a per inquiry arrangement several years ago. The court ruled that the per inquiry clause, not in the original contract, was too vague, sustaining the lower court.

KPJM, Prescott, Ariz. having been eliminated from the roster W. P. Stuart, editor of the *Prescott Courier*, a weekly, has applied for its facilities, 100 watts on 1500 kc.

KNX, Hollywood, broadcasts a weekly KNX *Show Window* with talent consisting of radio professionals selected from auditions.

As Up - To - Date
as the New Year
KGVO
MISSOULA MONTANA

CBS AIDS SCHOLARS IN STUDY OF RADIO

THREE Fellows of the General Education Board, founded by John D. Rockefeller in 1902, will be given the use of CBS facilities beginning Jan. 6 to study methods of planning and producing radio programs. This experiment, designed to aid in the further development of the educational potentialities of broadcasting, will be carried on for three months.

With the assistance of a Columbia program committee headed by Dwight Cooke, producer of *America's Hour* and *To Arms for Peace*; Max Wylie of the program department, and Davidson Taylor, well known in connection with his work on the Philharmonic - Symphony Orchestra broadcasts, it is planned to introduce the Fellowship holders behind the scenes of radio, to let them observe broadcasting network operation, and to help them in writing programs of their own. It is the hope that after this course in first hand observation the trio will go back to the areas from which they were selected and will apply what they have learned to increasing the educational possibilities of radio.

The three Fellows chosen by the General Education Board are Arthur W. Colley, producer now affiliated with the University Broadcasting Council of Chicago; Luke L. Roberts, manager of KOAC, Corvallis, Ore., operated by the Oregon State College of Agriculture, and Stanley P. Young, author, dramatist and critic, of Westport, Conn. They will spend three months at CBS, during which time they will be assigned work on two programs each as assistant production men. They also will write script continuities, observe the way in which programs are actually put on the air and, if possible, work out complete sets of programs of their own initiative.

Every Seventh Home Got New Radio Set in 1935

EVERY seventh home got a new radio set during 1935, declared Dr. Orestes H. Caldwell, editor of *Radio Today* and former Radio Commissioner, addressing the West Side YMCA audience in New York Dec. 27. In all, 5,600,000 sets were made and sold in 1935, the all-time record. Some 1,100,000 of these were automobile sets, 600,000 were exported abroad, and 550,000 were battery sets sold to farmers, leaving 3,300,000 sets to be sold to city homes having electric service, he said. Dividing this remainder into the 21,000,000 homes makes about one in seven to be equipped with a new set during 1935.

Most of these new sets went into homes that already possessed a radio, so that either the old or the new set could be used as a "second set"—for upstairs, for the kitchen, for the nursery, for the workshop or the maid's room, according to Mr. Caldwell. These "extra radios" have solved the employment problem in many homes. Children also enjoy their own sets, he remarked. Some toddlers, too young even to read dial figures, he found, have marked their dials with colored pencils to designate their favorite stations.

Insull Is Reported Planning Network In Midwest in Association With Ota Gygi

SAMUEL INSULL, former head of a vast network of public utility companies throughout the Midwest, has turned to radio to recoup his lost fortunes, and will soon again be active head of a Midwest network, this time a broadcasting network, comprising some 25 stations located in Indiana, Illinois and Wisconsin, which he hopes to have on the air early in the spring.

Financial backing for the new venture is said to have been raised by friends and former business associates of Mr. Insull, who still have faith in his ability to make a new start despite his 76 years. Closely associated with Mr. Insull in organizing the new chain is Ota Gygi, a musician, who was one of the officers of Ed Wynn's ill-fated Amalgamated Broadcasting System, and who is said to be largely responsible for Mr. Insull's decision to select the broadcasting field for his comeback.

Mr. Insull refused to be interviewed, saying that plans are still "up in the air". BROADCASTING has learned from confidential sources, however, that a meeting of the owners of interested stations with Mr. Insull and his associates had been scheduled for Monday, Dec. 30, at which time the details of the new network were to be finally decided. The fact was emphasized that the company will be a closed corporation and that stock will not be offered to the public. The letters ABC have been chosen by the network; BC standing for Broadcasting Company; the A to signify either Affiliated, Amalgamated, Allied or Associated. Attorneys in Washington are now investigating the copyright records to make sure that the name finally selected has not already been appropriated elsewhere.

Some 25 stations, principally low-powered ones, may be included in the hook-up, although none of the stations has yet reported any decision to join the venture. Among those under Insull's consideration are: Indiana: WGL, Fort Wayne; WWAE, Hammond; WBOW, Terre Haute; WGBF, Evansville; WHBU, Anderson; and WLBC, Muncie. Illinois: WTAX, Springfield; WHBF, Rock Island; WROK, Rockford; WCLS, Joliet; WTAD, Quincy; and WDZ, Tuscola. Wisconsin: WRJN, Racine; WHBL, Sheboygan; WOMT, Manitowoc; WTAQ, Green Bay; WFIZ, Fond du Lac; WCLO, Janesville; WIBU, Poynette; WKBH, La Crosse; WEMP, Milwaukee; and WHBY, Eau Claire. Choice of a key station is said to rest between WAAF, Chicago, and WIND, Gary, with the latter more probable as it has full time on the air while WAAF goes off at local sunset.

It is understood that the chain proposes to ask advertisers to buy time on either the entire network or any state or combination of states, but split networks within a single state will not be sold. While limiting itself to three states at the outset, it is expected that ABC will later expand to include a larger territory, possibly tieing up with the existing networks in Michigan and Iowa and forming similar hookups in other adjacent states.

Headquarters of ABC will be located in Chicago's Civic Opera Building, from which not so long ago Mr. Insull directed the activities of his public utility empire, on the 42d floor, former home of WENR, once owned by Insull interests but later acquired by NBC and moved to the NBC headquarters in the Merchandise Mart. Nine studios are ready for use at any time, and carpenters are already at work constructing offices for the new network's personnel.

With the exception of Mr. Insull as active head of ABC, and Mr. Gygi, who will act as Mr. Insull's assistant, no appointments have been made, but it is expected that George Roesler will be named as national sales representative. The physical work of hooking up the stations by wire, it was indicated, will be started immediately and the new network hopes to be able to present its first program early in March.

Happy Christmas

(*Continued from page 13*)

six broadcasts a week, Monday through Saturday, fifteen minutes, at 5:30, from November 25th through Christmas Eve, based on the 1934 show. A parade was highly successful — full police escort, Santa in a sleigh mounted on a motor truck, followed by a large number of cars filled with children — all tooting horns, blowing whistles, etc. Each day the program held a suspense angle, such as trips to the out-of-town Bill's stores—Santa and the studio children in the big sleigh dramatized with suitable sound effects—trips back to the North Pole to inspect work shops with very realistic sound effects, and so on. The program was in dialogue between characters, and the commercial copy was also handled by the children in dialogue, describing what they've seen at Bill's.

The mail feature in this prize contest: Listeners go to Bill's, see what they want, then write Santa a letter on official Santa stationery, with space at the bottom for name, address, age and school grade, saying what they want most, and why they want it to come from Bill's. The reason for this special writing paper, a new feature this year, to restrict letters to the territory served by Bill's stores. The children had to go to Bill's store for the paper, and only letters written on the stationery were eligible to the contest. In telling about the contest, sample letters were read giving an added marchandise plug.

There were 16 prizes. One for a boy and one for a girl in each school grade, and letters were judged by grades thus giving all a fair chance. The boy and the girl in each grade writing the best letter received as a prize the thing asked for in the letter to Santa, and which was, of course, in Bill's stock.

WFIL adelphia

Only Philadelphia outlet for N. B. C. Basic Blue Network

560 Kilocycles 1000 Watts

KJR

Joins BLUE Pacific Coast NBC Network January 1st

5000 Watts - Cleared Channel

Complete Daily 17 Hour Schedule of Commercial and Sustaining Programs

Seattle's *Pioneer Stations* KOMO -- KJR NOW Definitely are the LEADERS

KJR-NBC Blue Affiliate • KOMO-NBC Red Affiliate

National Representatives

EDWARD PETRY & COMPANY

BULLETIN

ASCAP, over the signature of Gene Buck, president, wired all stations not signed on Dec. 30 that it will renew present contracts for five years under existing terms, except that the rights will be limited to compositions in its catalog as of Jan. 1. Mr. Buck challenged the claims of "others" to ownership in various compositions, obviously striking at Warner. He added the ASCAP fee would not be reduced and the formula not altered.

Meanwhile, network representatives were meeting late into the night of Dec. 30 in an effort to adjust their situation in respect to the new conditions. Following the meeting N A B President Fitzpatrick stated the session was in the nature of a "general discussion" in an effort to compose differences between networks and stations. NAB Managing Director Baldwin was also at the meeting.

Up to press time, some 150 stations had notified Mr. Baldwin they would accept the Warner offer. Some 50 wired they would not.

Copyright Dissension: An Editorial

BY A HAIR'S BREADTH, the broadcasting industry has skirted a major calamity on copyright. There is a breathing spell now, at least insofar as ASCAP music is concerned, but the situation is still serious — more serious than most elements in the industry appreciate.

It does not matter now who was to blame for what has developed. It is time to stop calling names within the industry. Certainly no broadcasting interest has won anything in the current difficulty, because all are paying as much as in the past for less music. The networks are not performing Warner music, and that represents an admitted loss in program diversity at this time, in any event.

There is talk of the networks walking out of NAB because of the impasse. That, we think, would be making a bad situation worse. Networks cannot operate without affiliated stations, and individual stations, for the most part, cannot get along without networks. The newspaper analogy fits: A press association cannot survive without newspaper clients and the newspaper cannot publish without national and international news delivered by the press association.

No one should question the good faith of the groups in broadcasting that have acted divergently. Factional and personal feelings should not be engendered. It is true that broadcasters have been able to stick together on about everything of importance except copyright. There are other big problems that should not be obscured in the blind frenzy that has grown out of copyright. Broadcasters operate by sufferance of a government franchise. It takes unified action to keep those franchises. There has been unity on that in the past. Weakening of the NAB, the only common meeting place of the industry, might seriously impair that unity.

Under the temporary extensions with ASCAP, the way is opened for a general meeting of the broadcasting minds with ASCAP to work out a permanent solution. Certainly there is a point where networks and individual stations can agree, and negotiate as a group, unitedly, with ASCAP or any other group. It is far better for each to sacrifice something now than attempt to go it alone on all in the battles that are inevitable in the future to safeguard broadcasting as a free, open, competitive industry.

ASCAP Extends Licenses; Warner Offers Flat Basis

(Continued from page 7)

three NAB conventions which adopted resolutions supporting it. By introducing per-piece, moreover, it is contended that the way is opened for passing of the copyright costs to the advertisers.

In the revised Warner contract, definite commitments are made on the negotiation of per-piece. How much revenue the measured service arrangement will yield to Warner is doubtful. Roughly, on a yearly basis, it would mean approximately $800,000 a year, based on the highest quarter-hour rates of stations and assuming all stations accepted Warner contracts. This compares to approximately $320,000 received by Warner houses from ASCAP this year, and a like amount paid to its composer members, or a total of some $640,000.

ASCAP Letter, Warner Proffer

FOLLOWING is the letter given to Mr. Baldwin from ASCAP, bearing the signature of Gene Buck, ASCAP president, and Mr. Baldwin's approval: "This is to inform you that such of your member stations and such stations, in respect to which your Mr. James W. Baldwin holds power of attorney to act for them, as do not have licenses from the American Society of Composers, Authors and Publishers (for brevity called 'Society'), from and after Jan. 1, 1936, may continue to broadcast and to publicly perform for profit the compositions in the repertory of the society, as of Jan. 1, 1936, without any interruption on and after Jan. 1, 1936, until further notice from the society, such notice to be not less than two (2) days. It is understood of course, that we are not releasing these stations (those which are represented by Mr. Baldwin by virtue of powers of attorney) of the obligation to pay the society performing fees in accordance with the existing contracts."

Following is the telegram sent by Mr. Baldwin Dec. 30 to all stations, covering the Warner revision: "Disregard Warner contract sent you this last week. Warner Brothers now offering revised three months contract which will remedy many of objections pointed out by us and which in opinion of committee and myself will be substantially more favorable. Basis for compensation for full time station for all non-network programs is to be monthly payment of four times your highest quarter-hour rate. Other stations proportionally. Stations where highest quarter-hour rate less than $18 basis of compensation not to exceed twice highest quarter-hour rate. Networks to have responsibility for clearing copyright on all network programs over their own stations and over affiliate stations. Warner agrees to attempt to work out per-piece plan during contract period and to furnish complete catalogue by Feb. 1. Several other improvements in contract agreed to by Warner. Printed revised contract cannot be delivered to you for a day or two. If you desire to use Warner music after Dec. 31 Warner assures me you can gain rights given by this contract by instructing me to accept in your behalf. Please wire immediately."

The Warner contract specifies that full time stations shall pay four times the highest quarter-hour rate per month. If the station divides time, then the license fee will be a sum bearing such proportion as that specified for full-time stations as its hours of operation bear to the total hours of operation of the station dividing time. In the case of all other stations, each month's license fee will be calculated on the same principle with due regard for the highest quarter-hour rate and the proportion of the station's hours to the total hours of the broadcast day, and other equitable considerations.

Apropos of networks, which Warner specifies as including only NBC and CBS and their subsidiaries, the contract provides that the station will not carry any network program containing any musical composition copyrighted by Warner houses unless the network has first obtained a license from Warners. Further, the station is required not to permit to be broadcast any program originating in any station in this country containing any musical composition copyrighted by Warner unless the station has a Warner license. In another clause, the Warner contract states that Warner will look exclusively to the two networks and their subsidiaries for the securing of licenses and the payment of license fees for broadcasting of network programs containing any Warner numbers over all stations, and that in no event will it require the station to secure any license or to pay any license with respect to such programs.

This provision, it was pointed out, places the networks in a position far different from their ASCAP licenses. Should they broadcast Warner music, stations also are required to keep an accurate record of all numbers performed whether or not Warner compositions, and submit such records on a weekly basis. This condition was far different than in the original contract offered by Warner, which Mr. Baldwin held unworkable. The contract provides that stations will not be required to pay Warner any additional fee or charge where the works of Warner houses are broadcast from electrical transcriptions or records.

Warner Hits Networks

Warner Brothers, in a formal statement issued Dec. 30, declared it had no disposition to take any technical advantage over any station. Consequently, stations east of Chicago which by Jan. 5 have signed and mailed their contracts and stations west of Chicago which have done so by Jan. 10, will be considered as being licensed retroactively as of Jan. 1.

Small stations, under the revised contract, will pay 50% of the established rate for the larger full-time stations, or the equivalent of twice their highest quarter-hour rate per month. Warner estimates that approximately 35% of all stations fall in the small-station category. The Warner statement was particularly bitter toward the networks, declaring:

"The revised contract applies only to individual stations. No provision is made for the large networks which have shown no tendency to negotiate with us, and therefore this music will not be available for their use. It is a fact unknown to the public heretofore that under the ASCAP contract networks as networks have paid nothing for the use of music. Payments received by ASCAP have been based on a percentage of what each station received for its time.

"Of the amounts received from sponsors, the networks allowed individual stations only approximately 20% of the sums received by the networks, and the fee to ASCAP was 5% of that proportion. Thus nothing whatever was paid on the 80% retained by the networks."

Klauber-Ashby Act

FOUR DAYS prior to the individual station extensions, Edward Klauber, CBS first vice president and A. L. Ashby, NBC vice president and general counsel, as copyright negotiators for the networks had obtained from ASCAP an extension arrangement for their affiliated stations. The effect of this was to clear their stations for network programs using ASCAP. Affiliates of NBC and CBS were notified telegraphically immediately following this arrangement on Dec. 27 that Mr. Burkan had assured the networks that a special meeting of the ASCAP board would be held to authorize contracts to be offered to stations not now licensed for 1936. Quoted was a letter from Mr. Burkan, reading:

"Confirming our conversation today, this is to inform you that from and after Jan. 1, 1936 you may continue to broadcast and to publicly perform for profit the compositions in the repertory of the American Society of Composers, Authors & Publishers as of Jan. 1, 1936, under your network system without any interruption on and after Jan. 1, 1936, until further notice from the America

(Continued on page 58)

NETWORK ACCOUNTS

New Business

AXTON-FISHER TOBACCO Co., Louisville (Spud cigarettes) on Jan. 7 starts adventure program on 2 MBS stations, Tuesdays, 11-11:30 p. m. Agency: Kenyon & Eckhardt Inc., N. Y.

WILDROOT Co. Inc., Buffalo (cosmetics) on Jan. 6 starts *Ted Husing and Charioteers* on 26 CBS stations, Mondays, 7:15-7:30 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

FATHER FLANNAGAN'S BOYS HOME, Omaha, Neb. (home for boys) on Nov. 30 started for 26 weeks in *The Barn Dance* on Western Network, Saturdays, 9:45-10 p. m. (PST). Agency: Bozell & Jacobs Inc., Omaha.

JELL-WELL DESSERT Co., Los Angeles (dessert) on Jan. 9 starts for 13 weeks in *Woman's Magazine of the Air* on 6 NBC-KPO stations, Thursdays, 3:15-3:30 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

MOLLE Co., Bedford, O. (shaving cream) on Dec. 28 started *Vox Pop* on 24 NBC-WEAF stations, Tuesdays, 9-9:30 p. m. Agency: Stack-Goble Adv. Agency, N. Y.

JOHNS-MANVILLE Corp., New York (building supplies) on Jan. 13 starts program on 56 NBC-WEAF stations, Mondays, 11-12 noon. Agency: J. Walter Thompson Co., N. Y.

FORD MOTOR Co., Detroit (autos), on Jan. 17 starts *Fred Waring and His Pennsylvanians* on NBC-WJZ network, Fridays, 9:30-10 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

CREAM of WHEAT Corp., Minneapolis (cereal), on Dec. 30 started *Buck Rogers in 25th Century* on 30 CBS stations, Mon., Wed., Fri., 6-6:15 p. m., repeat at 7 p. m. Agency: J. Walter Thompson Co., Chicago.

G. KRUEGER BREWING Co., Newark, on Jan. 21 starts *Krueger Musical Toast* on 28 CBS stations, Tues., Thurs., 7:15-7:30 p. m. Agency: Biow Co. Inc., N. Y.

NATIONAL ICE ADVERTISING Inc., Chicago (ice association) on Feb. 5 starts *Mary Pickford's House Party* on 50 NBC-WEAF stations, Wednesdays, 10-10:30 p. m. Agency: Donahue & Coe Inc., N. Y.

Renewal Contracts

WANDER Co., Chicago (Ovaltine) on Jan. 1 renews *Little Orphan Annie* on 23 NBC-WJZ stations, Mon. thru Fri., 5:45-6 p. m., repeat at 6:45. Agency: Blackett-Sample-Hummert Inc., Chicago.

STERLING PRODUCTS Co., New York (Phillips Milk of Magnesia) on Feb. 7 renews *Waltz Time* on 18 NBC-WEAF stations, Fridays, 9-9:30 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

STANDARD BRANDS Inc., New York (Royal Gelatine) on Jan. 1 renews *One Man's Family* on 54 NBC-WEAF stations, Wednesdays, 8-8:30 p. m. Agency: J. Walter Thompson Co., N. Y.

STERLING PRODUCTS Co., New York (Dr. Lyon's toothpowder, Bayer aspirin) on Feb. 9 renews *Manhattan Merry-Go-Round* and *American Album of Familiar Music* on 57 NBC-WEAF stations, Sundays, 9-9:30 and 9:30-10 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

PEPSODENT Co., Chicago (toothpaste) on Jan. 1 renews *Amos 'n' Andy* on 37 NBC-WEAF stations, Mon. thru Fri., 7-7:15 p. m., repeat at 11 p. m. Agency: Lord & Thomas, Chicago.

STANDARD BRANDS Inc., New York (Chase & Sanborn coffee) on Jan. 5 renews *Major Bowe's Amateur Hour* on 58 NBC-WEAF stations, Sundays, 8-9 p. m. Agency: J. Walter Thompson Co., N. Y.

FORD MOTOR Co., Detroit (autos) on Dec. 29 renewed *Ford Sunday Evening Hour* on 92 CBS stations, Sundays, 9-10 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

STEWART WARNER Corp., Chicago (Alemite) on Jan. 2 renews *Alemite Half Hour With Heidt's Brigadiers* on 44 CBS stations, Thursdays, 10-10:30 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

CARDINET CANDY Co. Inc., Oakland, Cal. (candy), on Dec. 31 renewed for 13 weeks in *Night Editor* on NBC-KPO network Tuesdays, 7:30-7:45 p. m. (PST). Agency: Tomaschke-Eliott Inc., Oakland.

Network Changes

LEHN & FINK PRODUCTS Co., New York shifts *Eddie Cantor* to 7-7:30 p. m. Sundays and *Leslie Howard* to 2-2:30 p. m. Sundays, repeat at 12 midnight.

November Volume 13.6% Above 1934

Eleven-month Income Is Found Almost 79 Million Dollars

BROADCAST advertising during the first 11 months of 1935 amounted to $78,837,579, an increase of 19.8% over the corresponding period of last year. November volume amounted to $8,211,349, a rise of 13.6% as against the same months of 1934.

On the basis of these returns, total broadcast advertising volume for 1935, it is estimated, will amount to somewhat in excess of $87,000,000.

National network advertising during November was 3.8% above the level of the same month of last year. Regional network volume exceeded November, 1934, by 20.5%, national non-network advertising by 27% and local broadcast advertising by 30%.

National network advertising during the first 11 months of 1935 was 18.1% above the previous year's level. Increases in other fields were as follows: Regional networks, 50%, national non-network advertising, 24.8%, and local broadcast advertising, 18.6%.

Local Stations Active

IN THE non-network field, local station volume still continues to show the greatest relative increase as compared to the preceding year. Local station advertising during the first 11 months of 1935 rose 31.6% as against the same months of 1934. Live talent programs continue to show the greatest strength in the national non-network field, while the recent increased use of transcriptions in local broadcast advertising also continues.

National and local non-network automotive advertising, national non-network cosmetics, food, radio set and tobacco volume, local clothing, housefurnishings and financial advertising, regional network pharmaceutical and clothing volume and national network radio set advertising, were among the fields to show the greatest increase in volume as compared to November, 1934.

Broadcast advertising during November was as follows:

	November	*January-November Cumulative*
National networks	$4,533,774	$45,123,341
Regional networks	128,715	983,565
National non-network	1,652,680	15,356,638
Local	1,896,180	17,374,135
Total	$8,211,349	$78,837,579

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

BBC Contact Man

Mr. Greene

MAKING his headquarters temporarily at the St. Regis Hotel, New York City, Felix Greene, recently appointed representative of the British Broadcasting Corp. in the United States and Canada, who arrived early in December, has been spending the last month making American and Canadian contacts. He has visited network officials and was officially received in Ottawa by John Buchan (Lord Tweedsmuir), the Governor General. He will establish New York offices, handling special relay programs to the BBC in much the same manner that Fred Bate at London and Dr. Max Jordan at Basle, Switzerland, for NBC, and Cesar Saerchinger at London, for CBS, handle European relays to this country.

WJAY

CLEVELAND, OHIO

WE DIDN'T SAY IT! CLEVELAND AD CLUB said it!

"In analyzing our contest results WJAY has complete coverage of Cleveland—a very complete coverage of the entire state of Ohio—especially in rural sections. A goodly portion outside the state and pulling power even in Canada."

THANKS, C. A. C.

YOU said it!

EDYTHE F. MELROSE
General Manager

OUR SHOWS FOR KIDS RING THE BELL— *with renewals!*

Uncle Dutch Schmidt, master of ceremonies for Younkers Junior Broadcasters, conducts a broadcast of this popular feature, now in its third year under the same sponsor.

The proof of the "show" is in the record of renewals. Younkers, Iowa's largest department store, is sponsoring the Junior Broadcasters for a third year. Colonial Bread presents "the funnies" for a second year. In addition we have numerous shows, such as Station KIDD and the Teen Age Frolic, which are just winning their spurs. Our children's features hold their own against the best of similar shows sent us by NBC and CBS. Right now we have a couple of periods open in late afternoon alongside of some of our most popular children's features. And we have some ideas for kid shows that will do a job for you. Drop us a line or call the local offices of our representatives, John Blair & Co.

THE IOWA NETWORK

KRNT CBS BASIC Des Moines WMT NBC BASIC BLUE Cedar Rapids-Waterloo KSO NBC BASIC BLUE Des Moines

BLAW-KNOX
VERTICAL RADIATORS
FOR MAXIMUM EFFICIENCY

BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH, PA.

Pirating of Press News Held Unfair

(*Continued from page 12*)

it combined with the advertising, seeking the profit both from the advertising service and from the subscriptions of its readers. The papers are unconscionably injured in performing a public function as well as in conducting a legitimate business.

KVOS lays great stress on the public interest in the news gathering and distribution and the public obligation of the gatherer and distributor, as likewise does the Associated Press. We believe these considerations have been properly pressed upon us. The First Amendment to the Federal Constitution has recognized this public function of the press in the provision for its freedom. While no constitutional right is here involved, this constitutional recognition emphasizes the exceptional character of the right which is sought to be protected in a federal court sitting in equity. When the Constitution speaks of the freedom of the press it refers to the freedom of private and non-governmental persons or bodies, engaged in news gathering and dissemination, from interference by governmental agencies. That is to say, that the public function in the gathering and dissemination of news is presumed by the Constitution to be in private hands.

Under our capitalistic system this means that news distribution as a public function will be in large part by business men acting under the inducement of the profit motive. The public therefore has an interest in protecting the business of news gathering and disseminating agencies against the impairment of their efficiency, by the inevitable reduction of their business income through the misappropriating of news prior to the expiration of the time during which the Supreme Court has held that there exists in it a "quasi property" interest. It is therefore proper to say that the Associated Press is here seeking protection not only of its legitimate business but also, as both parties assert, in its discharge of a public function of fundamental value and importance.

The radio performs a function in the publication of news similar to that of the press. It has the advantage of greater speed and the disadvantage of the absence of a printed record for more deliberate absorption. If radio communication had been discovered in the Eighteenth Century it is arguable that the businessman and others utilizing its process would have received in the First Amendment of the Constiution a recognition like that accorded the owners of newspapers. Congress has appreciated radio's importance and sought to make it effective against the confusion of distribution in the peculiar and little understood medium through which it passes, by regulation of the use of wave lengths.

Speed of Distribution

WHILE this court takes judicial notice of radio's enormous business expansion, we cannot assume that its resources from its advertising income are not sufficient to support its own news gathering agency, the "Radio News Association of New York". Even ignoring the question of good conscience in an equity tribunal, we can find nothing in the bill to warrant our holding that radio will fail in its public function of news distribution, if it is not permitted to misappropriate the material gathered by an agency of the press.

So far as concerns the case against piracy presented by the bill, the speed of the radio's distribution of news makes the injury done the press in the performance of its business and civic activities the more effective and certain. Not only its speed but its necessarily free publication, actually or potentially to every user of a radio set, make the more deadly its competition for the circulation of its advertising.

KVOS' motion to dismiss admits the pirated appropriation of the news, its circulation and its destructive effect on the press. Its excuse is that it gives the material so obtained as a benefaction to its audiences, and that both the taking and circulation are so completely eleemosynary that this court *must* find, against the allegations of the bill, that the purloined news is in no way the defendant's weapon in its competition with the press for the patronage of advertising merchants.

Despite the ability with which counsel presented this argument, we are not persuaded that it has merit. Common sense compels us to agree with the complainant that the purloining of complainant's fresh news and its circulation in KVOS' *Newspaper of the Air* are both elements of a business of publication for profit. This profit is to be gained through widening its circulation at the expense of the circulation of the Associated papers. Complainant's news is not only made stale to those of their readers who first have access to the *Newspaper of the Air*, but also is made free, while still hot, to their readers who pay a usual subscription price for their papers. The obvious tendency of these factors is to cause complainant's papers to lose circulation and with it the advertising income which is based on circulation. We are unable to see any theory under which such a diversion of advertising income from the Associated papers to KVOS, with its incidental destruction of subscriber income, can be called anything but "unfair competition".

The opinion called attention to the uncontradicted affidavit in the record that KVOS had filed with the proper authorities in Washington, D. C., its schedule of advertising rates, which purported to show that it charged more to advertisers during the time when news broadcasts are given than at other times.

"There can be but one conclusion from these uncontradicted facts," the court said. "KVOS is competing with the press in its *Newspaper of the Air* and the purpose of this competition is to procure the patronage of advertisers who will pay more for its circulation of advertising if it is intermingled with the articles of its *Newspaper of the Air* broadcasts.

"Properly conducted, this is a description of a fair competition for advertising patronage, but as we have before suggested, it affronts common sense to claim that KVOS pays the salaries of its own local reporters and the considerable charge shown for the news supplied by its radio news gathering association, so yielding a higher price for the intermingled advertising, and that, despite this, the circulation of such news is a mere gift of an educational public service and not for the profit arising from the higher advertising rates."

Taking up the denial of KVOS that it had pirated AP news, the court said that 180 "piratings" occupy 385 pages of the printed record in the case. "A careful study," Judge Denman added, "shows that 153 of the appropriations are verbatim broadcasts of such substantial portions of the articles that, under no theory could any have been composed by KVOS or its own news association. Eighty are from the *Seattle Times*, 62 from the *Post-Intelligencer*, and 12 from the *Bellingham Herald*."

You wouldn't drive far on three tires!

you've simply gotta have

Balanced Coverage

•

Get it in the West on the WESTERN NETWORK and in Northern California on

KSFO

560 KILOCYCLES

1,000 watts full time

SAN FRANCISCO - OAKLAND

● Let your John Blair man tell you how KSFO's mail is in direct ratio with the population distribution in Northern California's prosperous counties. Note the swell frequency.

KSFO — Russ Building, San Francisco
Philip G. Lasky, General Manager

National Representatives:
JOHN BLAIR & CO.

"Plug" Kendrick says:

"ORDERS? We've enough now to be able to refuse any programs that can't click over.. WIRE"

Formerly WKBF
INDIANAPOLIS
NBC AFFILIATE

D. E. (Plug) Kendrick
V. P. & General Mgr.

NBC's New President

(*Continued from page 9*)

of both Maj. Lohr and Mr. Kennedy. The luncheon, it was said, was at the President's invitation and had no special significance.

Mr. Kennedy attended the RCA board meeting Dec. 27, discussing various proposed recapitalization plans with the board members, but immediately thereafter he left for his winter home in Florida. His task involves working out a plan for elimination of arrears of dividends on the Class B preferred stock of RCA, which will amount to $21.25 a share on Jan. 1, 1936.

Because RCA's cash position has been considerably improved in recent months, due partially to its recent RKO stock sale to Lehman Brothers and the Atlas Corp., and also to the sale of its holdings in Electrical & Music Industries Ltd., of England, it has been proposed that the arrears of about $14,300,000 be paid in cash. Another proposal is that the 495,597 shares of Class A preferred stock should be retired first, which would require $27,257,857, and then followed by a refunding of Class B arrears through a readjustment of capital.

According to the *New York Times*, RCA has at least $30,000,000 in cash and stands to receive $6,000,000 more when the remainder of its RKO stock is acquired by the Lehman-Atlas group.

"It is held," stated the *Times*, "that either plan would be feasible —provided sufficient funds are transferred to surplus, which was $10,506,487 on Sept. 30. Maintenance of dividends at the rates provided by the existing issues would require $1,735,000 annually on the Class A preferred shares and $3,836,375 on the Class B preferred. Net income for nine months this year [1935] available for such dividends was $2,801,123. The fourth quarter normally is far better in financial results than the others. Thus the ability to maintain dividends is another element to be weighed in formulating any plan."

Aylesworth's Loss Regretted

MR. AYLESWORTH's withdrawal from the radio scene, though NBC will still have his advisory services, will be genuinely regretted by everyone in the broadcasting industry. Called in 1926 by Owen D. Young to organize the NBC for General Electric Co. and Westinghouse, then the parent companies of RCA, his career has been brilliant and his sense of public relations has been particularly remarkable. Several years ago he was assigned to help iron out the problems of RKO, being named its president. These duties became greater than anticipated—so great that he virtually had to abandon his NBC duties, although retaining the NBC presidency and spending several hours a day at his network office.

When the RCA deal for the sale of half of RKO stock was announced, it was also announced that Mr. Aylesworth would be retained by the new management as RKO chairman. For the several years that he served with RKO while it was still an RCA subsidiary he received no salary other than his NBC salary of $50,000, which was reduced to $45,000 during the depression.

EVERYWHERE!

● There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

*In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

WTAR
NORFOLK, VIRGINIA
COMPLETE NBC SERVICE
EDWARD PETRY & CO.
National Representatives

ASCAP Extends; Warner Makes Offer

(Continued from page 54)

Society of Composers, Authors & Publishers, such notice to be not less than two-day period. It is understood, of course, that we are not relieving these affiliates of the obligation to pay to us performing fees in accordance with existing contracts".

The networks informed their affiliates, further, that while the Burkan letter refers specifically to chain broadcasting, the ASCAP general counsel had assured them that the same applies also to local programs.

Baldwin's Next Move

ON THE following morning—Saturday, Dec. 28—Mr. Baldwin conferred at length with Mr. Burkan, and reached the understanding on extensions covering individual stations. The arrangement was not consummated then, however. It was approved the following Monday, after which stations were so notified by Mr. Baldwin. Immediately following the Saturday session, at which the accord was reached, Mr. Baldwin telegraphed all stations as follows:

"Am assured by ASCAP general counsel that temporary extensions all ASCAP licenses will be granted by letter to me at present rates and without signing contracts, stations and ASCAP each to have right to cancel on two days notice with understanding joint committee all interested elements meeting shortly after Jan. 1 to arrive definite permanent solution. On Monday expect to ask and obtain six month extension on this basis. Advise whether I may use if necessary your power attorney on this basis with ASCAP. Negotiations with Warner proceeding today. Langlois & Wentworth, New York City, can furnish 60 fifteen-minute programs public domain music. Transcontinental Broadcasting Co., Los Angeles, can furnish 200 musical selections which can be performed without copyright license cost 60 cents per selection. Both copyright libraries should offer opportunity to avoid Warner music pending adjustment their proposed contract".

Meanwhile, work still progressed with the Warner organization for alteration of the contract it sent to stations on Dec. 27, asking 40% of the ASCAP sustaining fee, plus 2% of station gross receipts. Roughly, this figured on procurement by Warner of about $1,200,000 from broadcasting, with stations asked to pay on network rates for their facilities. The contract offer was for three months only.

Conference With Starr

VIEWED by Mr. Baldwin and the group of advisors he called to New York on Friday, Dec. 27, as not only unacceptable but impossible to comply with under its original terms, a series of conferences were begun with Herman Starr, Warner executive and president of Music Publishers Holding Corp., embracing the Warner houses which defected from ASCAP. At a night conference on Dec. 27, Mr. Starr agreed that some of the provisions were inequitable. The following morning, an NAB committee comprising Philip G. Loucks, former managing director, and Louis G. Caldwell, Washington attorney, who represent the so-called clear channel group of stations, and Walter J. Damm, WTMJ, manager, conferred with Mr. Starr and his attorney, A. M. Wattenburg, in an endeavor to adjust these conflicts.

World Broadcasting System, largest of the transcription companies, likewise facing a crisis, procured from Mr. Starr full permission to perform Warner numbers contained in WBS commercial programs produced before the ASCAP-Warner separation, over independent stations, irrespective of whether the stations had Warner licenses. Percy L. Deutsch, WBS president, so notified his stations Dec. 27. At the same time he sent his transcription library subscribers complete information on what numbers to eliminate from their libraries as being Warner compositions, so as to avoid infringement.

Other transcription companies, it was learned, had taken similar steps to identify the Warner numbers in their libraries and to notify client stations.

Complete listings of the Warner compositions (published by Harms, Inc., New World Music Corp., Shubert Music Publishing Co., M. Witmark & Sons, T. B. Harms Co., Victoria Publishing Co. and Remick Music Corp.) were being made jointly by NBC and CBS for distribution to their stations, and possibly to all others. The catalogs, including all numbers in doubt, up to 1932, had been delivered by ASCAP to both Mr. Baldwin of the NAB and to the networks. On Dec. 30 or 31, ASCAP had promised to deliver the balance of the catalogs, up to date. With greatest possible dispatch, these were to be delivered to stations, and to advertisers and agencies to assist them in arranging the musical portions of their programs.

Advice to Stations

THE GENERAL advice was that stations should not perform phonograph records unless they were certain, after checking, that the numbers are not Warner controlled. Otherwise, there would be danger of infringement, since most phonograph records do not carry the name of the publishing house. Under law, any copyright owner can sue any station for infringement, at $250 each, for performances without a license, and that is the grave danger facing stations not having Warner licenses.

Rather than run the risk of performing a number that is not checked, the consensus of expert advice in New York was that stations should fill in with other program material. Many stations were resorting to the purchase of the Transcontinental transcription offer (which should not be confused with its station time-selling project) as a protective means. Langlois & Wentworth announced it was being besieged with telegrams from stations as to the availability and price of their public domain transcription offering.

Mention by Mr. Baldwin in his telegram of the availability of Transcontinental and Langlois & Wentworth transcriptions, drew a sharp protest from Gerald King, manager of KFWB, Los Angeles, and the executive head of Standard Radio Inc., transcription company. Branding it as "recommendation" that stations buy these products, he said no other transcription companies had been queried as to whether they had public domain or guaranteed productions available which would obviate either Warner or ASCAP performance rights. Moreover, he contended there was some question about the quality of the transcriptions, since they are new companies in the field.

Steps leading to the negotiation of the ASCAP extension evoked bitter differences. A cleavage between networks and the independent stations developed. Actually, 55 stations, including the 21 network owned and operated units, have five-year ASCAP extensions under their present terms, whereas up to Dec. 30 the remaining independent stations, totalling more than 550, had no extensions whatever.

The networks, on Dec. 24, had already notified all of their advertisers and advertising agencies placing accounts on their systems, as well as the clients and agencies serving their owned and operated stations, that effective Dec. 31 and until further notice, Warner music would not be performed. They were prepared to go ahead with ASCAP music alone.

The breach was widened as days passed and individual stations, through the NAB, declined

THE GOLDEN RULE of TRAVEL

THE GEORGE WASHINGTON
THE SPORTSMAN • THE F. F. V.

The ticket agent of any railroad can route you on the finest fleet of genuinely air-conditioned trains in the world. Insist upon it.

Convenient Departure
Dependable Schedule
Genuine Air-Conditioning
Observation Lounge Car
Library Lounge Car
Radio Entertainment
Tavern Diner
Exemplary Service
Sleep like A Kitten
Arrive Fresh As a Daisy

George Washington's Railroad
CHESAPEAKE and OHIO Lines
Original Predecessor Company Founded by George Washington in 1785

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JOHN BLAIR & CO.
Station Representatives
NEW YORK CHICAGO DETROIT SAN FRANCISCO

to deal with E. C. Mills, ASCAP general manager, on the basis of the five-year extensions of present contracts, from Jan. 1, whereby they would pay the same sum (aggregating about $3,000,000 for the industry) to ASCAP for its Warner-less catalog. Mr. Mills had contended that his board would not accept a measured service arrangement which would have been something tantamount to the so-called newspaper contract, and that "per-piece" was premature and unworkable at this time. Moreover, he had contended that investigations indicated that the Warner houses had substantially less music titles than originally thought, because of the ASCAP rights from composers that clouded the Warner rights to perform them. It is variously estimated that Warner houses have between 25 and 40% of the ASCAP repertory.

Before making the five-year extension offer, ASCAP had renewed its licensing contracts with all composer and publisher members of ASCAP for a like period, leaving only the Warner houses outside the ASCAP pale. Mr. Baldwin, armed with the powers of attorney from stations, which constituted stations which pay to ASCAP upwards of half of its $3,000,000 radio jackpot, consistently declined to deal on any such basis, but worked for per piece or measured service. Instead of arbitrary sustaining fees, plus 5% of net receipts of stations, he desired some such arrangement as the newspaper contracts. Mr. Baldwin had in mind a sustaining fee, monthly, amounting to perhaps the quarter-hour night rate of stations, and payment to ASCAP of 5% of receipts on programs in which ASCAP music is used. This was rejected.

Special Committee Summoned

ANTICIPATING an eleventh-hour verdict, Mr. Baldwin, on Dec. 24 wired a group of broadcasters to meet him in New York to work as a committee on the whole copyright situation. The date of the meeting was Dec. 27. On hand were Messrs. Caldwell, Loucks, Damm; H. K. Carpenter, WHK, Cleveland; John L. Clark, WLW, Cincinnati; H. Dean Fitzer, WDAF, Kansas City. Midnight oil was burned in an effort to work out something. The situation seemed to change almost hourly until the Burkan notice, first to the networks and then to Mr. Baldwin, came on the blanket extension.

Meanwhile, rumors spread thick and fast that both NBC and CBS would withdraw from the NAB because of the copyright predicament. This was denied. The feeling was harbored that the interests of the networks and of individual stations in the copyright negotiations have proved incompatible. There still existed the possibility, it was admitted in network sources, that one or both of the major chains might eventually change their status in the NAB. The feeling among individual stations, as expressed during the heated negotiations, was that the networks have not "dominated" the NAB in the current negotiations. The network attitude, on the other hand, was that politics have become rife in the trade association with the copyright crisis the resultant.

Make Advertisers Pay?

THROUGHOUT the conversations there permeated the talk of having the copyright fee passed along by the station to the advertiser. The networks are opposed to this. The copyright owners, including ASCAP as well as Warner, appear to favor it. The argument of proponents was that there is precedent in other media. In newspapers and magazines, the advertisers buy only the white space, paying for art work and other material that might be classified as the equivalent of the "talent" in radio. In radio, however, the stations and networks, with a few exceptions, have absorbed the music charges.

The network attitude, as expressed by Mr. Klauber, however, is that this would be unsatisfactory from several angles. First, the radio medium has established as a trade practice the absorption of the music cost. Moreover, he feels that it would mean a "per piece" method, which in turn would result in vastly increased payments to ASCAP. The tendency, in his opinion, then would be to perform "cheap" music, which would be that of an inferior type or quality, and result in depreciated program standards. Finally, he said, the competitive situation in radio is such that it would increase the hardship of selling radio time if the advertiser were asked to absorb these additional costs—to the detriment of the whole industry and medium.

Warner Remains Adamant

AFTER the first Warner contract was mailed to stations Dec. 27, Mr. Baldwin notified all stations that, following an examination by his committee, it was construed as "wholly unacceptable". Negotiations for modification were begun immediately, with Mr. Starr expressing a willingness to modify it in every way consistent with the policy his organization had established. He declined, however, to recede from the royalty basis of 40% of the ASCAP sustaining fee, plus 2% of "net receipts".

Aside from the objection to the basis of royalty payment, the NAB committee held it was impossible to comply with the Warner demand that stations keep a list of all numbers performed, irrespective of source, and supply it to Warner periodically. The futility of this was explained, and steps were taken to adjust it. Mr. Starr explained that his reason for asking this was because his companies intended to compensate composers on a "per use" basis. If a number were performed over a network of 40 stations, for example, that would constitute 40 "uses".

Throughout the conversations, Mr. Starr emphasized that if stations could not agree to pay the Warner figure, then his company was willing to forget radio use of its music. The view of the negotiating committee was that Mr. Starr had lacked an understanding of the problems inherent in radio music performance, although he seemed disposed to attempt to work out an arrangement.

The license offered by Music Publishers Holding Corp. on Dec. 26 provided that the stipulated sustaining fee and percentage rate would apply except in the case of stations with a rate of less than $50 per hour and charitable, religious or educational non-profit stations, for which other arrangements, on a flat rate basis, would be made. A "favored nation clause" was included to the effect that no station would be given more favorable terms, except that a discount not exceeding 15% may be allowed to a chain proprietor, because of bulk purchase.

The NAB committee after perusing the original Warner offer, maintained among other things, that the royalty demands were high. First, it was held that the sustaining fee of 40% of the ASCAP fee was out of proportion because experience of stations shows that, of all musical compositions performed, not more than about 20% are covered by Warner music. The percentage basis, it added, should be 1 not 2% of gross.

On the definition of net receipts, it was argued that the term should apply only to that revenue derived from the sale of time using Warner music and to no other.

Won't Drop Government Suit

THE STATUS of the government suit against ASCAP, alleging violation of the Sherman anti-trust act, hangs in the balance at this time. Tentatively docketed for resumption on Jan. 6, the case has not been given a regular place on the schedule of the Federal District Court in New York. The calendar of the court is exceedingly congested, and when the suit was postponed last summer there was no definite assurance that it would resume on the date then docketed. At the Department of Justice it is emphatically stated that the suit has not been dropped.

Washington Situation Anomalous

IN THE ASCAP situation in Washington State, an extraordinary situation has developed. Following the decision Dec. 12 by the U. S. District Court in Seattle, refusing to interfere in any way on the ASCAP motion that the case be removed from state jurisdiction to the Federal courts, the state court to which it was remanded issued an order giving notice that title to all copyrights of all ASCAP members, including Warner, is vested in the ASCAP receiver, Tracy Griffin, of Seattle. ASCAP previously had been adjudged by the court as an illegal combine under the Washington State constitution, and the receiver had been named.

According to Former Senator C. C. Dill, of Washington, who was retained by the State to file with the Registrar of Copyrights in Washington a copy of the supplemental order, the decision has the effect of "clouding" all ASCAP and Warner Bros. titles. It is his view that the copyright pools, being unable to procure clear title, cannot effectively sue for infringements.

Under the court order, the ASCAP receiver has authority to dispose of the ASCAP catalogs for use in performance in any manner he construes reasonable, during the pendency of the litigation.

KSTP DELIVERS

THE AUDIENCE

And The

ADVERTISER DELIVERS MORE GOODS

In The

8th U.S. RETAIL MARKET

. . . where KSTP dominates with a listener preference of more than 50% —according to every survey since 1928!

. . . where 74.3 cents out of every retail dollar in Minnesota are spent!

. . . where KSTP alone—in the State of Minnesota—presents the Star Programs of NBC's Red and Blue Networks!

For reliable market data, consult:

KSTP, MINNEAPOLIS-ST. PAUL, MINNESOTA, or our NATIONAL REPRESENTATIVES: . . . in New York—Paul H. Raymer Co., . . . in Chicago, Detroit, San Francisco—John Blair Company.

MINNEAPOLIS kstp ST. PAUL

DOMINATES THE 8th U. S. RETAIL MARKET

RADIO'S BIG BUY

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

DECEMBER 15 TO DECEMBER 31, INCLUSIVE

Decisions . . .

DECEMBER 17

APPLICATIONS GRANTED:

KCMC, Texarkana, Ark.—CP change equip.

WRR, Dallas—CP new equip., move trans. to Centennial Grounds.

WMFF, Plattsburg, N. Y.—License for CP 1310 kc 250 w D.

KQV, Pittsburgh—License for CP change equip., move trans. locally.

KHJ, Los Angeles—Antenna input measurement.

WGCM, Gulfort, Miss.—Consent transfer control to Sam Gates.

WOC, Davenport, Ia.—Consent vol. assign. license to Tri-City Brdcstg. Co.

WSCN, Birmingham—Consent assign license to R. B. Broyles.

WAML, Laurel, Miss.; KREG, Santa Ana, Cal; KUJ, Walla Walla, Wash.; WIL, St. Louis; WABY, Albany, N. Y.—Extension license 90 days.

WJMS, Ironwood, Mich.; KGB, San Diego; WBAX, Wilkes-Barre, Pa.; KGER, Long Beach, Cal.; KROW, Oakland, Cal.—Renewal license.

WBEN, Buffalo—CP in docket amended and granted, move trans., change equip., increase to 5 kw D, install vertical radiator and ground system.

NEW, WTAR Radio Corp., Norfolk, Va.—CP exp. 50 w unltd.

KNEL, Brady, Tex.—License CP as modif.

WDEV, Waterbury, Vt.—Invol. assign. license to Mary M. Whitehill.

WJAX, Jacksonville, Fla.—Antenna input measurement.

WSAJ, Grove City, Pa.—60-day extension license.

NEW, Baltimore Radio Show Inc.—CP gen exp. 100 w unltd.

SPECIAL AUTHORIZATIONS—WSYR, Syracuse, N. Y., KWJJ, Portland, Ore., granted temp. auth. portable trans. to test sites; WHBB, Selma, Ala., extension temp. auth. program tests, change equip.; WFIL, Philadelphia, extension temp. auth. 560 kc 1 kw N for January; WMFN, Clarksdale, Miss., granted temp. auth. remain silent 90 days to submit plans for renewed operation.

SET FOR HEARING—NEW, Northern Brdcstg. Corp., Watertown, N. Y., CP 1270 kc 250 w D; KSCJ, Sioux City, Ia., CP change equip., new antenna, move trans. site, increase to 5 kw D, hours to unltd.; WMFO, Decatur, Ala., modif. license from D to unltd. 100 w; KLO, Ogden, Utah, CP in docket amended to change equip., move trans. site, directional, increase to 1 kw D, extend completion; WJIM, Lansing, Mich., CP in docket amended to new equip. and antenna, 1010 kc 500 w 1 kw D; NEW, Albert E. Davis, Brownwood, Tex., CP in docket amended to 1420 kc 100 w D; KMMJ, Clay Center, Neb., CP in docket amended re equip., 2½ kw D; NEW, G. H. Adams, H. D. Bratter, St. Paul, CP 1370 kc 100 w unltd.; NEW, Navarro Brdcstg. Assn., Corsicanna, Tex., CP 1310 kc 100 w D; KSEI, Twin Falls, Id., renewal license.

MISCELLANEOUS—WSPA, Spartanburg, S. C., denied spec. auth. unltd. 250 w N; WTMJ, Milwaukee, denied temp. auth. 5 kw midnight to 6 a. m. Dec. 25; KABR, Aberdeen, S. D., modif. license from D to unltd. 100 w; NEW, Edward Hoffman, St. Paul (Ex. Rep. 1-76), reconsidered and set aside action 12-3-35 granting applic. CP new station 1370 kc 100 w unltd.; NEW, C. W. Snider, Wichita Falls, Tex., denied hearing at same time as hearing KGKO applic. move from Wichita Falls to Fort Worth; NEW, Sioux Falls Brdcstg. Assn. Inc., Sioux Falls, S. D., granted continuance hearing.

RATIFICATIONS:

WHDF, Calumet, Mich.—Temp. auth. special programs (12-12).

NEW, James McClatchy Co., portable—Granted CP temp. pickup service (12-13).

WGAR, Cleveland—Granted auth. temp. antenna one week (12-12).

KGMB, Honolulu—Granted extension equip. tests 10 days (12-12).

KHJ, Los Angeles; KFRC, San Francisco—Granted extension program tests.

Cal. Sales Contract Co. granted permission intervene applic. KLS, Oakland, change to 1280 kc 250 w unltd. (12-7).

Examiners' Reports . . .

NEW, Chicago Brdcstg. Assn., Chicago—Examiner Walker recommended (I-158) that applic. CP 1500 kc 100 w unltd. be denied.

NEW, Robert E. Cole, d/b Washington Brdcstg. Co., Washington, Pa.—Examiner Dalberg recommended (I-159) that applic. CP 1350 kc 250 w D be denied.

WADC, Tallmadge, O.—Examiner Dalberg recommended (I-160) that applic. CP change from 1 kw 2½ kw LS to 1 kw 5 kw LS be granted.

KFRO, Longview Tex.; NEW, Oil Capital Brdcstg. Assn., Kilgore, Tex.; International Brdcstg Co., KWEA, Shreveport, La.—Examiner Hill recommended (I-161) that applic KFRO CP change from 1370 kc to 100 w D to 1210 kc 100 w 250 w LS unltd., asks facilities KWEA, be denied; that Oil Capital Brdcstg. Assn. be granted CP 1210 kc 100 w unltd., asks facilities KWEA; that KWEA applic. for renewal license be denied, provided applic. Oil Capital Brdcstg. Assn. be granted, otherwise KWEA applic. renewal should be granted.

NEW, Bell Brdcstg. Co., Temple Tex.—Examiner Dalberg recommended (I-162) that applic. CP 1200 kc 100 w D be granted.

NEW, Paul R. Heitmeyer, Salt Lake City—Examiner Seward recommended (I-163) that applic. CP 1210 kc 100 w unltd. be denied if Commission approves recommendation in I-126 for new station at Salt Lake City; if it be denied, then this recommendation be granted.

KGCX, Wolf Point, Mont.—Examiner Bramhall recommended (I-164) that applic. CP change from 1310 kc 100 w 250 w LS spec. to 1450 kc 1 kw unltd. be granted.

NEW, Florida West Coast Brdcstg. Co. Inc., Tampa—Examiner Bramhall recommended (I-165) that applic. CP 1370 kc 100 w unltd. be denied.

WJJD, Chicago—Examiner Walker recommended (I-166) that protest of WCFL against move of WJJD transmitter to Des Plaines, Ill., previously granted by FCC, be dismissed at request of protestant.

KMED, Medford, Ore.—Examiner Arnold recommended (I-167) that applic. modif. license from 1310 kc 100 w 250 w LS unltd., to 1410 kc 250 w unltd. D, spec. N, be granted.

NEW, W. A. Patterson, Chattanooga—Examiner Hill recommended (I-168) that applic. CP 1420 kc 100 w D be granted if applic. Dudley J. Connolly & Co. be denied, otherwise denied.

WEDC, Chicago—Examiner Hyde recommended (I-169) that applic. renewal license 1210 kc 100 w spec. be granted.

NEW, Ralph Perez Perry, Santurce, P. R.—Examiner Walker recommended (I-170) that applic. CP 1340 kc 250 w unltd. be denied.

NEW, Herbert Lee Blye, Lima, O.—Examiner Dalberg recommended (I-171) that applic. CP 1210 kc 100 w D be granted.

NEW, Sam G. Weiss, d/b Eastern Utah Brdcstg. Co., Price, Utah—Examiner Seward recommended (I-172) that applic. CP 1420 kc 100 w unltd. be granted.

NEW, Paul R. Heitmeyer, Cheyenne, Wyo.; Wyoming Radio Educational Assn., Cheyenne—Examiner Seward recommended (I-173) that applic. Paul Heitmeyer for CP 1210 kc 100 w 250 w LS unltd. be granted; that Wyoming Radio Education Assn. applic. CP 630 kc 500 w 1 kw LS unltd. be denied.

Applications . . .

DECEMBER 16

W8XH, WBEN, Inc. Buffalo—License for CP 31600, 35600, 38600 kc.

NEW, Foreign Lands Corp., Honolulu, T. H.—CP 600 kc 1 kw unltd., amended re transmitter site.

WRVA, Richmond—CP change equip., increase from 5 to 50 kw, amended re transmitter site.

WHAT, Philadelphia—CP change equip., increase from 100 w to 1 kw, change from 1310 to 1220 kc, from Sh-WTEL to unltd., move transmitter.

WMBC, Detroit—CP change equip.

WKY, Oklahoma City—CP new equip., increase from 1 to 5 kw, move transmitter.

WJBR, Gastonia, N. C.—Modif. CP new station re equip., transmitter & studio 214 South St.

NEW, Guilford Brdcstg. Co., Fort Dodge, Ia.—CP 1210 kc 100 w D.

NEW, M. H. White, Winona, Minn.—CP 1200 kc 100 w unltd.

NEW, H. E. Studebaker, La Grande, Ore.—CP 1420 kc 100 w 250 w D unltd., under Rule 6 (g), contingent granting of KRLC applic. change frequency.

NEW, George Harm, Fresno, Cal.—CP 1310 kc 100 w unltd.

KREG, Santa Ana, Cal.—CP change antenna, move transmitter & studio to 2825 W. Fifth St.

NEW, Ben S. McGlashan, portable-mobile—Two CP gen. exp. 86000-400000 kc 100 w; aircraft gen. exp. 31100, 34600 37600, 40600 kc 10 w.

SHORT-WAVING ROOSEVELT—When President Roosevelt made his "home-coming" to Atlanta Nov. 29, short-wave radio was there to carry a block-by-block description of the parade. Here is the WGST mobile transmitter in a car which figured in the Presidential parade. The broadcast was put on loud speakers at Grand Field, where the President spoke, and the crowd kept informed as to the progress of the parade. Frank Gaither, WGST announcer, described the event. The mobile station, WQER, was installed by Ben Akerman, WGST chief engineer, and his assistants, Martial Honnell and Dan Buchanan.

DECEMBER 17

WPRP, Ponce, Puerto Rico—Modif. CP trans. site, extend completion, change spec. hours.

NEW, I. L. G. W. Radio Corp., New York—CP 970 kc 1 kw unltd.

WPEN, Philadelphia—Modif. license from 250 w 500 w D 1 kw D & N directional N.

NEW, Wilton Harvey Pollard, Huntsville, Ala.—CP, 1200 kc 100 w unltd. amended re trans. site, antenna (asks facilities WBHS).

WMAZ, Macon, Ga.—License for CP change equip.

WIEF, Miami—CP increase from 15 to 50 w, change equip.

NEW, Harry J. Grant, Milwaukee—CP 1010 kc 1 kw unltd.

NEW, Joliet Printing Co., Joliet, Ill.—CP 1500 kc 100 w 250 w D unltd.

WBBM, Chicago—Extension exp. auth. synchronize with KFAB LS-midnight to 8-1-36.

KFAB, Lincoln, Neb.—Extension exp. auth. synchronize with WBBM.

KWTO, Springfield, Mo.—Modif. CP change equip., increase power, to change completion.

NEW, Ellwood W. Lippincott, Pendleton, Ore.—CP 1500 kc 100 w D.

DECEMBER 19

WFVW, Brooklyn—CP change equip.

WRAX, Philadelphia—Modif. license from 250 w 500 w D to 1 kw D & N directional N.

NEW, W. P. Stuart, Prescott, Ariz.—CP 1500 kc 100 w unltd., asks facilities KPJM, amended re equip., studio and trans. site Union & Cortez St.

KRNR, Eugene, Ore.—License for CP as modif. new station.

NEW, A. W. Mills, Gallup, N. M. CP 1500 kc 100 w D & ltd., amended to 1310 kc unltd.

NEW, Earle Yates, Las Cruces, N. M.—CP 930 kc 1 kw D.

WHO, Davenport, Ia.—CP new equip., increase from 50 to 500 kw.

APPLICATIONS RETURNED—NEW, First Baptist Church, Bluffton, Ind., CP 600 kc 1 kw D; NEW, Marshall News Messenger Pub. Co., Marshall, Tex., CP 1500 kc 100 w unltd.; Radio Producers Sales Co., Hollywood, auth. to sell transcriptions to Canadian stations; WCAZ, Carthage, Ill., CP change equip., hours from spec. to D; KMMJ, Clay Center, Neb., vol. assignment license to Nebraska Brdcstg. Co.

DECEMBER 20

WFIL, Philadelphia—License for WE trans. as aux.

WHIS, Bluefield, W. Va.—CP new equip., increase from 250 w 500 w D to 500 w 1 kw D, move trans. locally, amended to omit request for power increase.

NEW, WDOD, Chattanooga—CP gen exp. 100 w.

NEW, Bay Co. Publishers Inc., Panama City, Fla.—CP 1420 kc 100 w unltd.

NEW, Metropolis Co., Jacksonville, Fla.—CP 1200 kc 100 w unltd.

KSD, Pulitzer Pub. Co., St. Louis—License for CP new equip., increase power.

WHBF, Rock Island, Ill.—CP change equip., directional antenna, change from 1210 to 1450 kc, increase from 100 w 250 w D to 1 kw D & N, move trans.

W9XAL, Kansas City—Consent assign license to First National Television Inc.

NEW, Head of the Lakes Brdcstg. Co., Superior, Wis.—CP gen exp. 80 w, amended re freq.

APPLICATIONS RETURNED—NEW, Guilford Brdcstg. Co., Fort Dodge, Ia., CP 1210 kc 100 w D; WJAG, Norfolk, Neb., vol. assignment license to Nebraska Brdcstg. Co.; WTJS, Jackson, Tenn., CP new equip., increase from 100 w 250 w D to 250 w 500 w D, move transmitter locally.

DECEMBER 23

NEW, Sherman Brdcstg. Assn., J. B. Knight, pres., Sherman, Tex.—CP 1310 kc 100 w D.

WGCM, Mississippi City, Miss.—Modif. CP change freq., hours, increase power, to extend completion.

WRDW, August, Ga.—CP change equip., move trans. locally, change from 1500 to 1240 kc, increase from 100 w to 250 w 1 kw D, directional N if necessary.

WWSW, Pittsburgh—CP change equip., move trans. locally.

NEW, Albert Lea Brdcstg. Corp., Albert Lea, Minn.—CP 1200 kc 100 w unltd.

INTERNATIONAL PARTY — More than 150 broadcasters, advertising men and their ladies attended the International Radio Party at Miami and Havana Jan. 7-12 as guests of Jack Rice, head of the International Club, and Juan Sabates, chairman of the Cuban Tourist Commission. This photograph was made at Miami. The group elected Miss Sylvia Isenburg, entry of WIL, St. Louis, to be "Queen" of the party.

ONE HUNDRED and fifty strong, broadcasters and other radio personages attended the Sixth International Radio Party in Havana Dec. 9, 10 and 11, and, to quote some of the returning delegates "had the time of their lives." The delegates were the guests of the Cuban Tourist Commission and were feted in every way imaginable during their three day sojourn in Cuba. Each year the party has been productive of much good in "cementing the bonds of friendship between the nations of the Western hemisphere", the Club officially announced, "but never before has the membership experienced so warm-hearted a welcome, so magnificent a reception." Before the convention officially opened, the delegates were entertained in Miami for two days. Quartered at the Columbus Hotel, the members were guests of the *Miami Daily News* and WIOD at a dinner in the hotel. Dan J. Mahoney, executive of the newspaper, which operates the station, and Jesse Jay, station manager, were hosts. On Dec. 6, the delegates sailed for Havana aboard the P. & O. Steamship *Florida*. Their hosts were Juan Sabates, president of the Cuban Commission, and Jack Rice, president of the club. Accompanying the delegates were 24 winners of beauty contests. Miss Sylvia Isenburg, representing WIL, St. Louis, was selected as the Queen of the party. President Mendieta, who resigned his post Dec. 10, received the delegation the preceding day, despite the gravity of matters of state. The delegates, in the short span of three days, were whirled about the islands to take in every possible sight. High personages in Cuban political and social life entertained the delegation. The party was termed by Mr. Rice the most successful in six years.

WGES, Oak Leaves Brdcstg. Station Inc., Chicago—Modif. license from Sh-WSBT to unltd., reduce D power Sunday from 1 kw to 500 w, contingent granting of WSBT applic. change freq.

KABR, Aberdeen, S. D.—License for CP move trans. locally.

KIEV, Los Angeles—Modif. CP change equip., increase power, move trans., asking extension of completion.

KHQ, Spokane—Change equip.

KIDW, Lamar, Col.—Vol. assignment license to Southwest Brdcstg. Co.

APPLICATIONS RETURNED—WFBR, Baltimore, license for CP increase power aux. equip. 500 w; KFH, Wichita, Kan., modif. CP change equip., increase from 1 kw to 1 kw 5 kw D, extend completion; KTW, Seattle, auth. install automatic freq. control.

DECEMBER 26

NEW, Hyman Altman, Detroit — CP 1140 kc 250 w D, amended to 1120 kc.

WREC, Memphis — Modif. CP increase power, change equip., move trans., asking extension completion date.

NEW, Ruth W. Adcock & S. E. Adcock, d/b General Broadcasters, Rossville, Ga.—CP 580 kc 250 w D, amended to 1120 kc; Johnson City, Tenn., CP 600 kc 250 w D, amended to 880 kc.

NEW, Ted R. Woodard, Kingsport, Tenn.—CP 1210 kc 100 w D, amended re trans. site.

NEW, Peninsula Newspapers Inc., Palo Alto, Cal.—CP 1160 kc 250 w D, amended to omit name of Merced Star Pub. Co.

NEW, Struble, Strong & Fagan, The Dalles Ore.—CP 1200 kc 100 w unltd., amended re trans. site.

NEW, Southwest Broadcasting Co., Prescott, Ariz.—CP 1500 kc 100 w 250 w D unltd., amended re stockholder.

APPLICATIONS RETURNED — NEW, C. E. Wilkinson, Mason City, Ia., CP 1370 kc 100 w unltd.; KOIL, Council Bluffs, CP new equip., increase from 2½ to 5 kw D.

DECEMBER 28

NEW, Connecticut State College, Storrs, Conn.—License for CP gen. exp.

NEW, WBNS, Columbus—CP gen. exp. 1 kw.

WQAN, Scranton, Pa.—Vol. assignment license from E. J. Lynett, prop. Scranton Times, to Scranton Times, co-partnership.

NEW, Berks Brdcstg. Co., Pottsville, Pa.—CP 640 kc 250 w D.

KPDN, Pampa, Tex. — Modif. CP new station to change equip., trans. site near Pampa.

WPAX, Thomasville, Ga. — Modif. CP change equip., increase power, for change in trans. site, extend completion.

KTRH, Houston—License for CP change equip.; auth. antenna meas.

KLPM, Minot, N. D. — Modif. license spec. hours.

KVOR, Colorado Springs — License for CP move trans., change equip.

KABD, Los Angeles — License for CP pickup station.

March of Time Shift

TIME Inc., New York, has extended the five-weekly *March of Time* series on CBS to Jan. 3, with a two-week option beyond that date. The 30-minute weekly program was originally scheduled to begin Thursday, Jan. 2, 8:30-9 p. m. Batten, Barton, Durstine & Osborn Inc., New York, has the account.

B-S-H Expands in Chicago

EXPANDING its radio department, the Chicago office of Blackett-Sample-Hummert Inc. has added three radio program directors to its staff: Earl Towner, recently with the Don Lee Broadcasting System; Alan Wallace, associated with the civic theatres of Duluth and Indianapolis as actor and director, and with Herman Shumlin and Porter & Haight, New York theatrical producers; and Kirby Hawkes, previously a continuity writer in the New York offices of CBS. Other additions to the Chicago force include: R. B. Alspaugh, formerly sales promotion manager of Armour & Co., as merchandising and research director; and Oscar L. Coe, formerly with Hilmer V. Swenson Co. and B. W. Cooke Co.; J. C. Bridgewater, previously with Newell-Emmett Co.; and Ashley Belbin, who has been with J. Stirling Getchell and McCann-Erickson Inc., as copywriters.

Father Flanagan's Spots

FATHER FLANAGAN'S School for Boys, Boys Town, Neb., is using two-minute announcements and quarter-hour programs on about 50 stations to sell subscriptions to *Father Flanagan's Boys' Own Magazine*. Each subscription entitles the subscriber to enter a $500 word building contest. Each contest lasts two weeks; then judges pick winners, after which the program is resumed and a new contest is launched. Agency: Bozell & Jacobs Inc., Chicago.

Ford Splits Networks

FORD MOTOR Co., Detroit, has renewed its *Ford Sunday Evening Hour*, 9-10 p. m., on 92 CBS stations but has split *Fred Waring's Pennsylvanians* to an NBC-WJZ network, Fridays, 9:30-10 p. m., continuing on CBS with a half-hour weekly program. The Waring program had been a full hour feature on CBS, Tuesdays, and probably will use the same network as the Sunday evening program. N. W. Ayer & Son Inc., New York, is the agency.

ACCURACY

Scientific Radio Service

. . . Crystals are ground to an accuracy of BETTER than .01% before leaving our laboratory.

CRYSTAL SPECIALISTS
SINCE 1925

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

$50 Approved by Federal Communications Commission. Two Crystals... $90

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND
Send for our price list and booklet
Dept. B-161

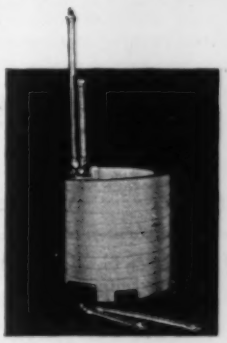
GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

UNIVERSAL
Model E
Condenser Type Microphone

Amazing quality at a sensationally low price. 90° Swivel Head with Automatic Barometric Adjustment—2-stage Amplifier—Non Microphonic Tubes—Solid Bar grating Diaphragm Protection — Polished Aluminum and Chrome Plated — Dealers Net Cash — $35.28.

UNIVERSAL MICROPHONE CO., Ltd.,
424 Warren Lane Inglewood, Calif., U.S.A.

PORCELAIN
WATER COILS



Modernize your transmitter with these new Lapp Porcelain Water Coils. Permanent, secure, non-sludging, they eliminate one of the most troublesome pieces of equipment in the modern transmitter.

Write for your copy of the Lapp Radio Catalog describing insulators for every Broadcasting requirement.

Lapp Insulator Co., Inc.
Le Roy, New York, U. S. A.

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VAN NOSTRAND RADIO ENGINEERING SERVICE
Specializing in frequency measurement service. Field intensity surveys. COLLINS transmitters and speech equipment. TRUSCON radiators.
339 Leland Ter., N.E., Atlanta, Ga.

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

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Specializing in
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BOSTON, MASS.
Telephone Commonwealth 8512

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Specializing in Broadcast and Allocation Engineering
Earle Building Washington, D. C.
Telephone NAtional 7757

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evanston, Ill.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order. When inserting advertising over a box number, count 3 words (21c) for the address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Two experienced radio salesmen for station in Middle West. Excellent opportunity. Commission of 30 per cent allowed good producer. Address Box 427, BROADCASTING.

Wanted Manager for regional station; middle west city under 50,000. State local national advertising knowledge. Give experience and references. An excellent opportunity for right man. Address Box 424, BROADCASTING.

Station WLBC, Muncie, Indiana, with construction permit for 250 Watts, desires an additional salesman. Must furnish photograph, record of achievements, and personal history. Our station employees know about this advertisement. Address W. F. Craig, Commercial Director.

Situations Wanted

Technical director—consulting engineer, wants position as chief engineer of a station that demands only finest engineering—up to FCC recommendations at all times. Have eight years' broadcast experience from 100 to 25,000 watts, in East and South. Can solve technical difficulties personally—eliminating "outside engineer" expense. Married, reliable, temperate, executive ability. Thorough background includes field strength surveys, design construction, repair, recording television, corrections for high fidelity, etc. Box 428, BROADCASTING.

ARE YOU DISSATISFIED WITH YOUR ORGANIZATION? Does it have the prestige it should have? Is it making the money it should make? Two men, with over five years' experience in radio advertising and management . . . and, prior to that, experienced in newspaper advertising and management, will take over your station, on percentage, lease, or will buy if price is right. Employed at present on station they have made one of the biggest money makers in the nation as well as one of the most respected. All correspondence confidential. Box 429, BROADCASTING.

Station, Program, or Production Executive with nine years experience from all angles in the field of radio, including production and announcing on some of the largest and most important network productions. College graduate, married, good habits and best of references. Now employed. Box 425, BROADCASTING.

A young resourceful executive, over ten years radio experience. Sucessful background salesman, sales-manager, manager. Married, temperate, reliable. Well recommended. Capable taking charge of sales and/or managing medium powered station. Available short notice. Box 432, BROADCASTING.

Production; Music. Assume full charge of programs; direct staff orchestra. Distinctive arrangements; modern choir, quartet, trio, orchestra. Produce real talent programs that will sell. Box 426, BROADCASTING.

Network experience, commercial, production, program, and announcing are my qualifications—now employed network but seeking eastern connection. Excellent references. Box 419, BROADCASTING.

Situations Wanted (cont'd.)

Announcer-operator; young; high and technical school graduate, two years experience, first class radiotelephone license. Available immediately; will go anywhere. Box 423, BROADCASTING.

Experienced Operator, and Advertising man; 1st class Radiotelephone license, seeks opportunity. Box 431, BROADCASTING.

Control operator, seven years experience, now employed, desires change. Box 421, BROADCASTING.

Operator Engineer desires position anywhere. 8 years radio experience. Box 422, BROADCASTING.

Writer-Editor, 1½ years with the Press Radio Bureau. Box 430, BROADCASTING.

Wanted Representative

Station WLBC, Muncie, Indiana, desires National Representative that can really produce.

For Sale—Equipment

One RCA 21-A field strength set. Newly overhauled and calibrated by the factory. Box 420, BROADCASTING.

Music — Talent

Program Managers, Artists, send for list of new songs — available for broadcasting without payment of copyright fee. Indiana Song Bureau, Salem, Indiana.

Wanted To Buy—Station

Successful Station Manager, Chief Engineer and Chief Announcer, wants station. Will buy outright, lease or operate on a percentage basis. Box 411, BROADCASTING.

Station Outright for cash. Box 412, BROADCASTING.

Sell The Southwest with SBS
Twelve Major Stations for Twelve Major Markets!
SOUTHWEST BROADCASTING SYSTEM
General Office — Fort Worth

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

Gas Fails on Christmas In Macon; WMAZ Praised For Warnings to Public

FAILURE of the Macon Gas Co.'s source of supply just as Christmas dinners were to go into ovens brought to WMAZ, Macon, Ga., its greatest Christmas present in the form of undivided listener attention and a 30-inch advertisement of appreciation from the gas company in local papers. At 10 Christmas morning a break in the natural gas line supplying Macon extinguished flames of heaters, stoves, linotype melting pots in newspapers, and sent officials of the gas company scurrying to WMAZ to warn patrons to cut off every gas jet while 300 men labored to repair the break.

Network shows and everything else was forgotten by Macon listeners, and so well did WMAZ do its job that only one slight burn had been reported the morning following the four-hour interruption. In addition to paying card rates for time used, the gas company inserted display advertising in Macon papers paying tribute to WMAZ.

ROUND-THE-WORLD FORECAST ON CBS

CBS on Jan. 4 will broadcast an international forecast for 1936, with the cooperation of International News Service, Universal Service and King Features Syndicate, all Hearst organizations. The program, to be broadcast 3:30-4:30 p. m., will present outstanding features in all branches of business, politics and sports, from points all over the world. No sponsor had been obtained as BROADCASTING went to press.

The program will begin with J. V. Connolly, president of the three services, who will introduce Barry Faris, editor of INS, and Seymour Berkson, managing editor of Universal. Next the program will shift to London to pick up William Hillman, Universal correspondent; to Hollywood for Louella Parsons, movie writer; to Tokyo, for James Young, INS correspondent; to Washington for William Hutchinson, chief of the INS bureau, and Senator Key Pittman, chairman of the Senate Foreign Relations Committee; to Chicago for Burns & Allen, and then back to New York.

Other speakers will be Prunella Wood, fashions; B. C. Forbes, financial; Lois Long, mistress of ceremonies; Jack Dempsey; Babe Ruth; David J. Walsh, INS sports writer; Ted Husing, announcer; H. V. Kaltenborn, radio commentator.

Arthur Brisbane, Hearst editorial writer, will sum up.

Silverware Campaign

D & M FINANCE Corp., Chicago, is using daily spot announcements on a dozen stations from Coast-to-Coast, weekly quarter-hour *Barn Dance* spots on KNX and KTHS, and a five-minute spot three times a week on WTIC to sell silverware direct to the public. Merchandise is sold on a basis of "send no money, just pay the postman", with returns so far — campaign started about Nov. 1—large enough so that more stations will probably be added early in 1936. Advertising is placed through First United Broadcasters, Chicago.

In WASHINGTON, during the month of November, *NINETEEN* Department and Clothing Stores ..*SEVENTEEN* Automobile Dealers ..*TEN* Food Products Merchants . . and *FOUR* Retail Shoe Stores, used the services of WRC and WMAL.

That the majority of Washington merchants prefer the service of either WRC or WMAL is reason enough why national spot broadcasters should choose likewise.

WRC • WMAL
WASHINGTON, D. C.

WRC and **WMAL** are two of NBC's managed and operated stations. Others are **WEAF, WJZ,** New York • **WBZ-WBZA,** Boston and Springfield, Mass. • **WGY,** Schenectady • **KDKA,** Pittsburgh **WTAM,** Cleveland • **WMAQ, WENR,** Chicago • **KOA,** Denver • **KGO, KPO,** San Francisco